

LIFE

WHY WE GROW OLD AND HOW NOT TO
THE FINDINGS OF A GREAT DOCTOR
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AND LADY EDEN



20 CENTS

APRIL 25, 1955

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SHIFT

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STEERING

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BRAKES

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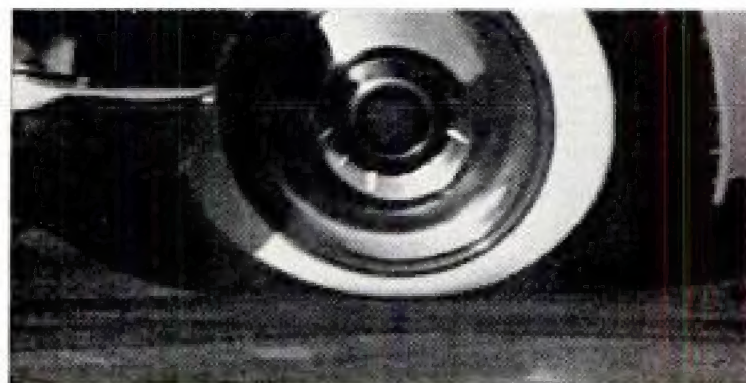
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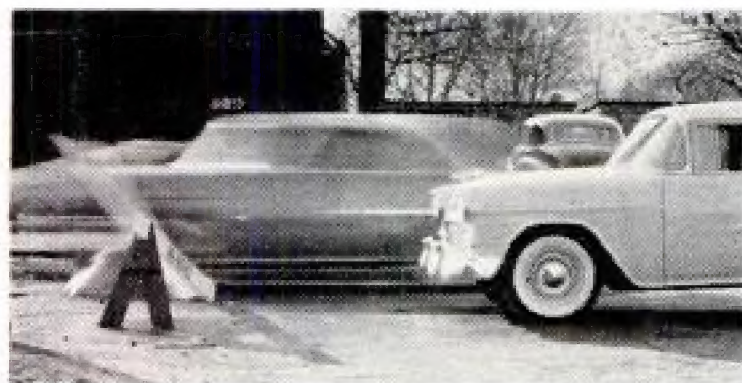
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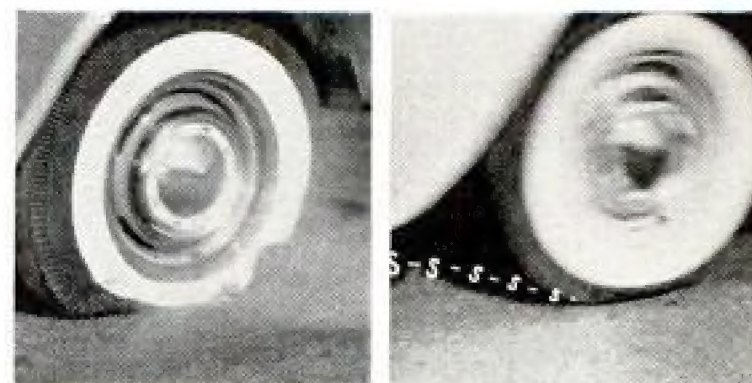
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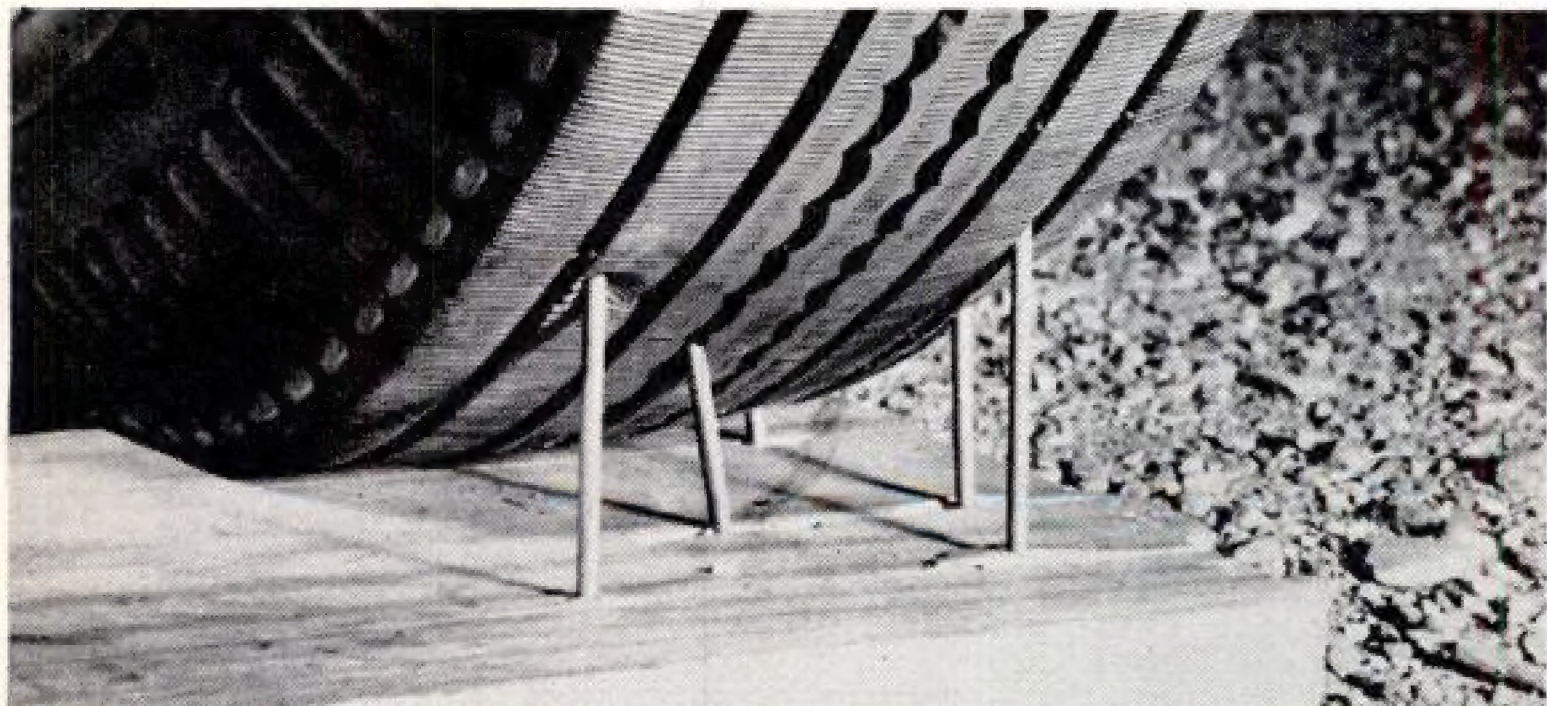


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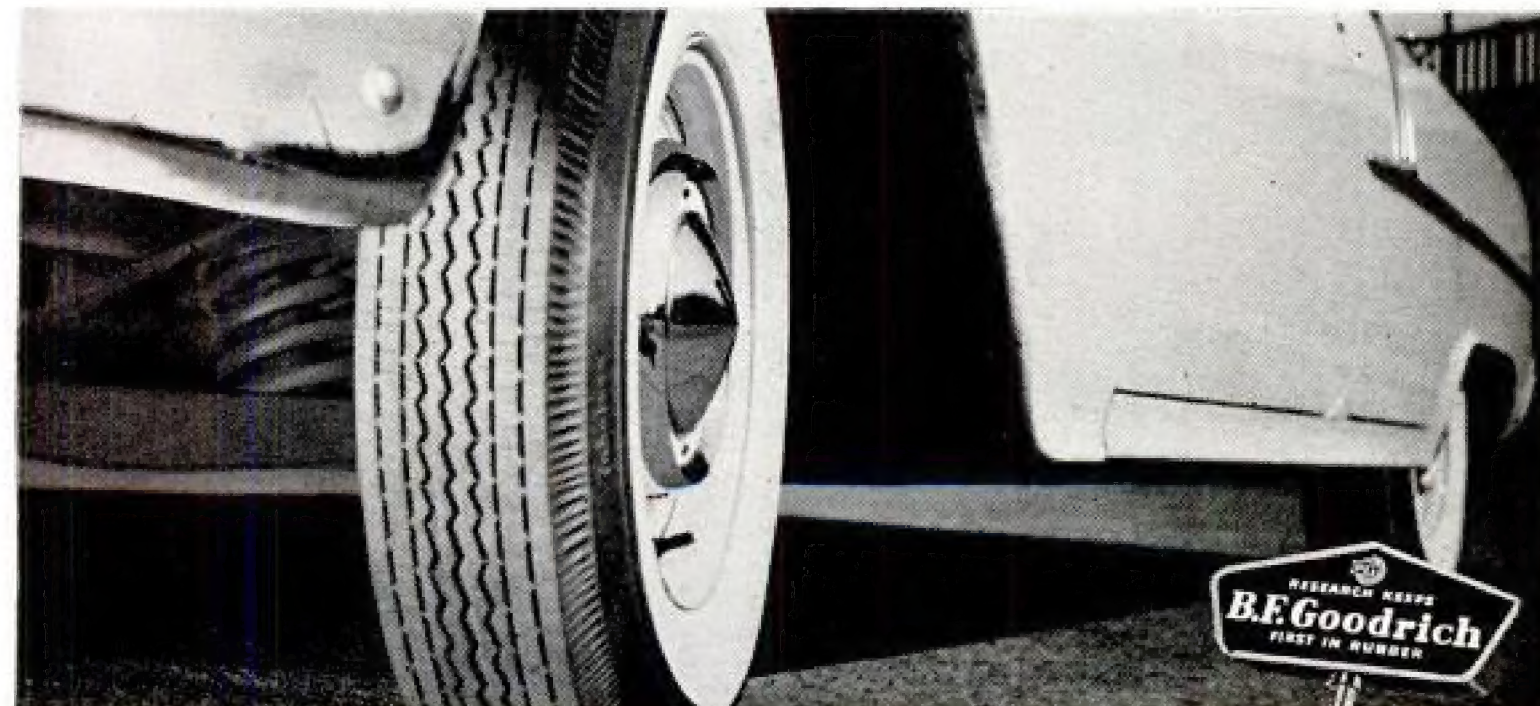


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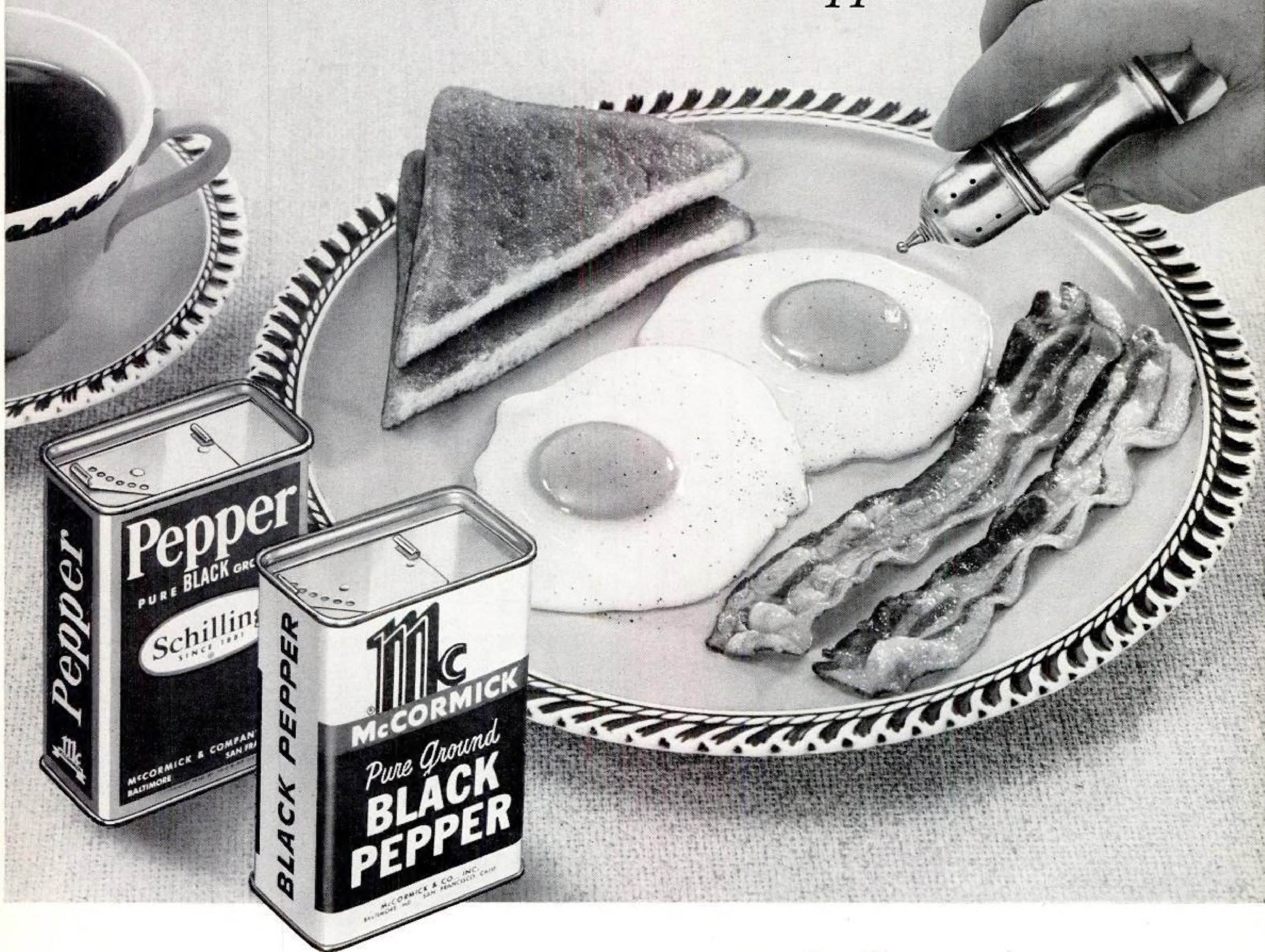
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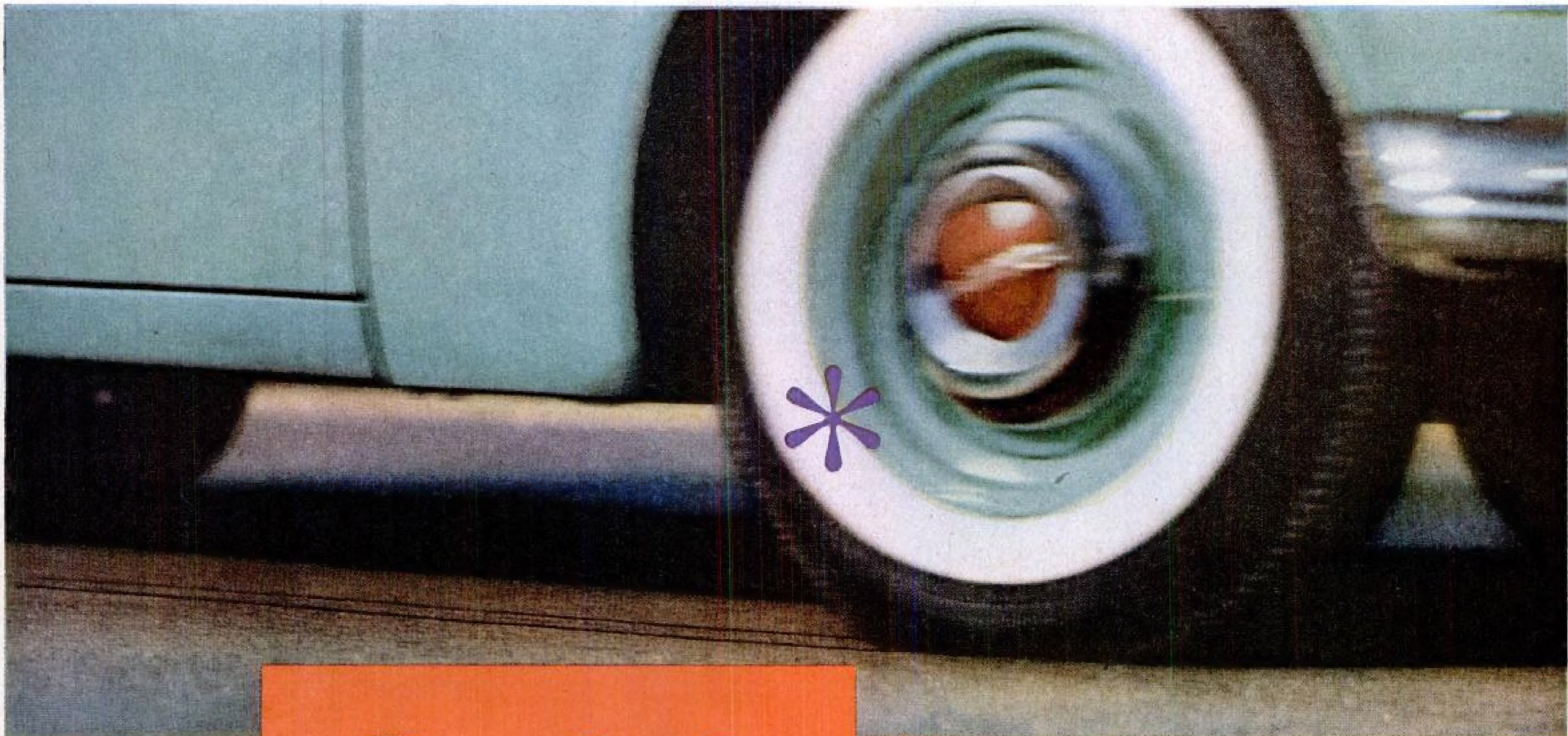
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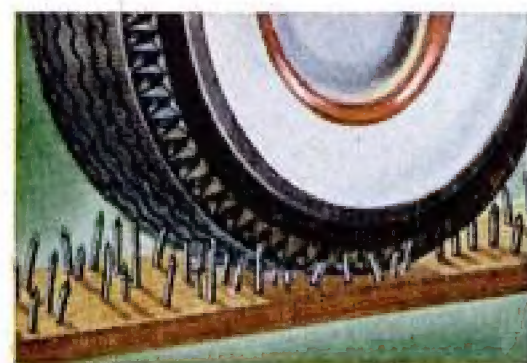
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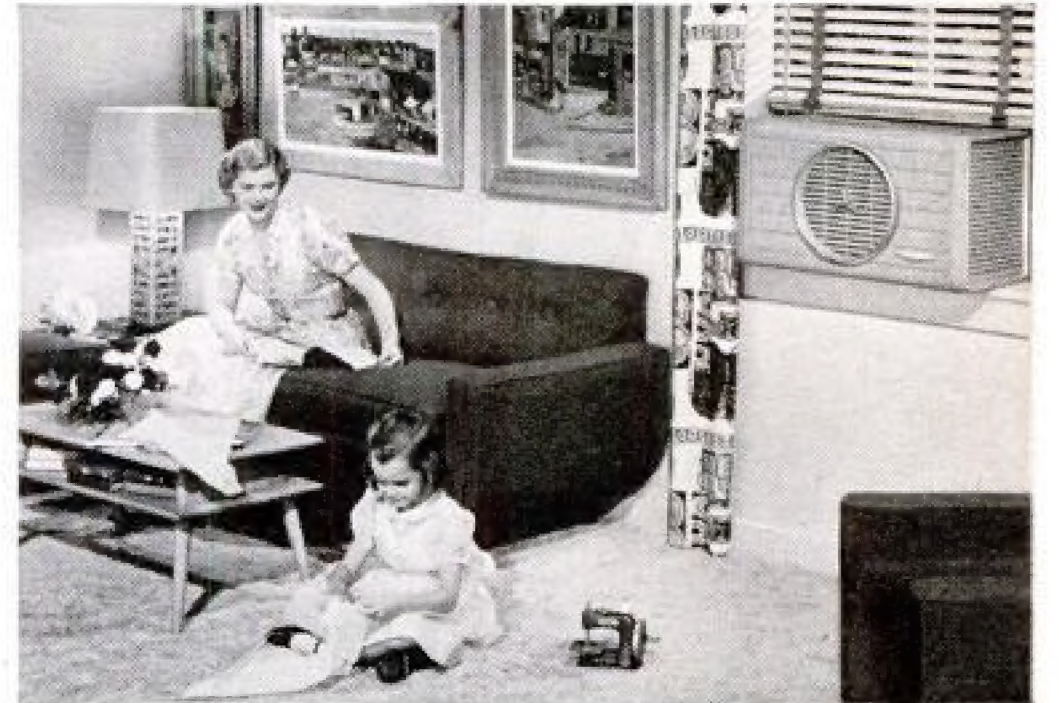
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At the same time we are doing work of this kind for the Armed Forces, we are also going full speed ahead with our regular job — making telephone equipment to help keep Bell System service going and growing. 📞 📞 📞 📞 📞

Western Electric



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Fine Foods
Needn't Be
Expensive



"Dundae in-a-Basket"

In a bowl, sift 2 c. sifted all-purpose flour and 1 tsp. salt. Cut in $\frac{3}{4}$ c. shortening and sprinkle with 4 tbsps. water. Roll out $\frac{1}{3}$ of dough on lightly floured board. Cut 8 $5\frac{1}{2}$ " circles. Place custard cups, bottoms up, on baking sheet. Fit pastry rounds over cups; pinch corners. Roll out remaining dough, cut strips $\frac{1}{4}$ " wide and braid for 8 handles. Place on bottoms of custard cups and bake 8-10 minutes at 475° F. Fill baskets with ice cream and top with Ann Page Pure Strawberry Preserves. Attach handles with thick glaze (2 tbsps. confectioners' sugar plus small amount of water). Refrigerate until served.



"Pastel Party Roll"

Make your favorite jelly roll batter. Pour into well-greased $15\frac{1}{2}$ x $10\frac{1}{2}$ " pan. Bake 15 minutes in an oven heated to 375° F. Do not overbake. Immediately turn out on cloth sprinkled with confectioners' sugar. Spread at once with $\frac{1}{2}$ c. Ann Page Mint Jelly, $\frac{1}{2}$ c. Ann Page Pineapple Preserves. Roll up in cloth and let cool. To frost: combine 3 c. sifted confectioners' sugar, 4 tbsps. water. Blend in 2 tbsps. Ann Page Raspberry Preserves. Frost top and sides. Sprinkle with shredded coconut. Serves 8-10.



"Spring Posy Cookies"

Cream together 1 c. shortening, 1 c. sugar. Blend in 2 egg yolks and $2\frac{1}{2}$ tps. vanilla extract. Sift together 3 c. sifted all-purpose flour, 1 tsp. baking powder, $\frac{1}{2}$ tsp. salt. Add alternately with dry ingredients 6 tbsps. milk, mixing thoroughly after each addition. Chill 2 hours. Roll out $\frac{1}{8}$ " to $\frac{1}{4}$ " thick on lightly floured board. Cut into $2\frac{1}{2}$ " cookies. Arrange on ungreased baking sheet. Place $\frac{1}{2}$ tsp. Ann Page Raspberry, Pineapple, Peach Preserves or Orange Marmalade in centers. Bake 10 min. at 375° F. To decorate edges, blend a few drops of varied colorings in confectioners' sugar ($\frac{1}{4}$ c. per color), adding water to make thin paste. Apply with pastry brush. Yield: 4 doz.

Among the other 33 fine foods in the famous Ann Page family are such favorites as: Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, etc.

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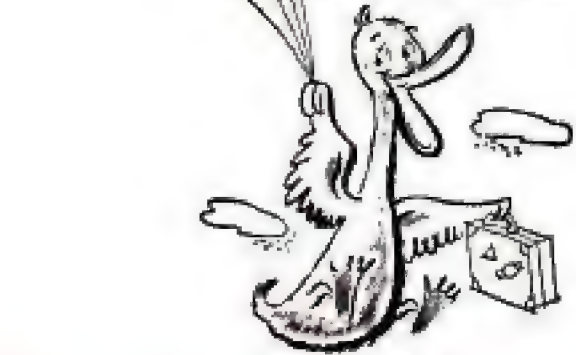
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migratory bird?

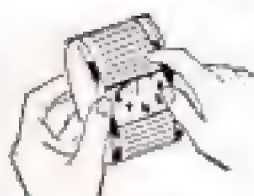


Take along a Westclox!



THE CLEVER LITTLE TRAVALARM is always ready to pack up and go. Shutter front and easel back close like a clam. Tucks easily into corner of your bag. Flip him open,

he's on duty—and his cheerful call keeps you on time. Only 3½ inches high. Ivory or walnut finish. Luminous, \$7.95.



ROCKET. Shock resistant. Sweep second hand. Stainless steel back. Guaranteed for a year. \$6.95. With luminous dial, \$7.95.

JUDGE. Westclox finest! Shock, water and dust resistant. Sweep second hand. Luminous dial, \$12.95.



KIM. Sturdy and handsome. Sweep second hand. Stainless steel back. Plain dial only. Guaranteed for one year. \$8.95.

TROY. Small, smart, sturdy. Gold-colored case, stainless steel back. Sweep second hand. Plain dial only. Guaranteed for a year. \$9.95.

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WESTCLOX

made by the makers of BIG BEN
La Salle—Paris—Illinois

Products of  Corporation

POWERFUL ALL NEW

LEWYT

WORLD'S "EASIEST-TO-USE" VACUUM CLEANER

rolls on

BIG wheels!



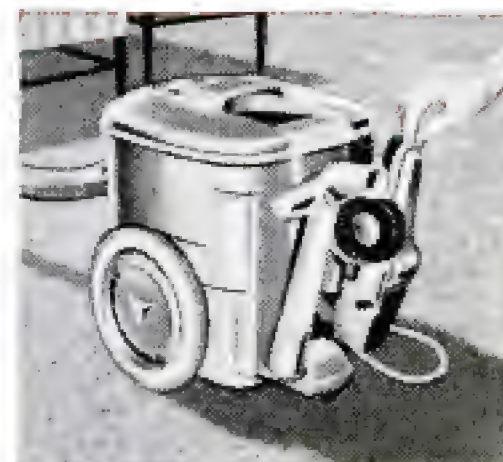
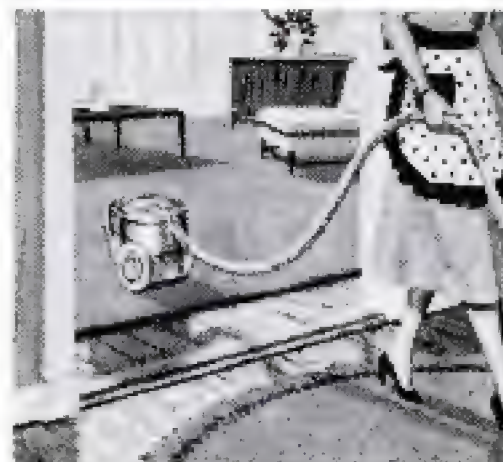
no lift!

no drag!

no carry!

SO LIGHT!
SO NEAT!
SO COMPACT!

(only 10" x 12"!)



Rolls ready-to-use from closet! Tubes, hose and nozzle can be kept assembled. Just roll out your Lewyt and away you go!

Not only swivels but rolls room-to-room! Lewyt's BIG rubber wheels roll over door sills, rugs, bare floors—never catch or scratch!

Rolls with all cleaning tools everywhere you go*—no chasing back and forth. Tools ride behind, can't bump your furniture!

No other cleaner—AT ANY PRICE gives you all these big features!

Most powerful Lewyt ever built—New Dual Turbo-Motor plus famous No. 80 nozzle get rugs brighter with fewer strokes!

"Power Dial" gives exact suction for wool rugs, cotton rugs, drapes!

PLUS No dust bag to empty • Built-in deodorizer • Allergy-proof 5-filter system • Amazing new quietness • Tubes lock—can't fall apart • "Pistol Grip" on hose • All metal floor tools • All genuine Fuller Brushes • Sturdy tip-toe switch • Comes with all cleaning tools

*"Papoose" Tool Rack for Lewyt and Wall Rack for closet, optional at small extra cost.



OFFICIALLY ENDORSED by National Institute of Rug Cleaning, Inc.... official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

DO IT with the all new LEWYT

Your nearest Lewyt dealer is listed under "vacuum cleaners" in your phone book. Available at leading stores in CANADA.

LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

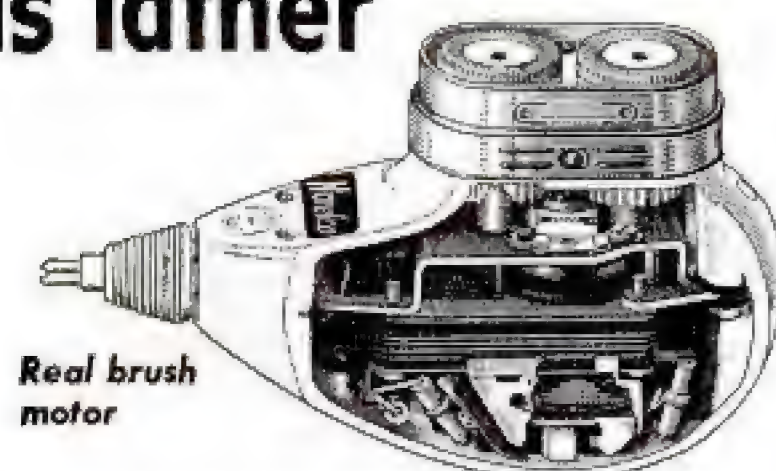
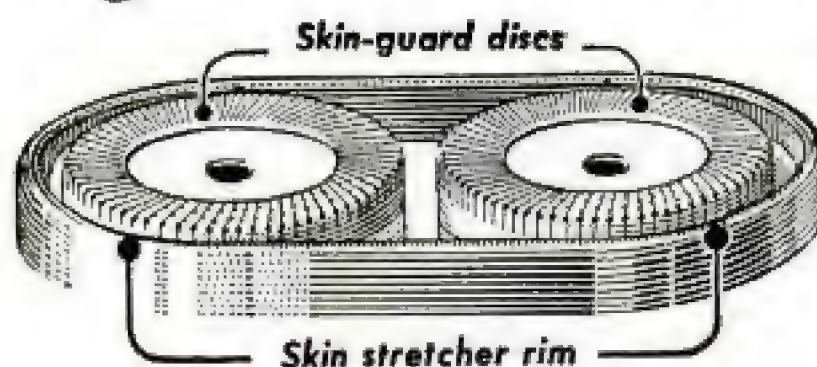
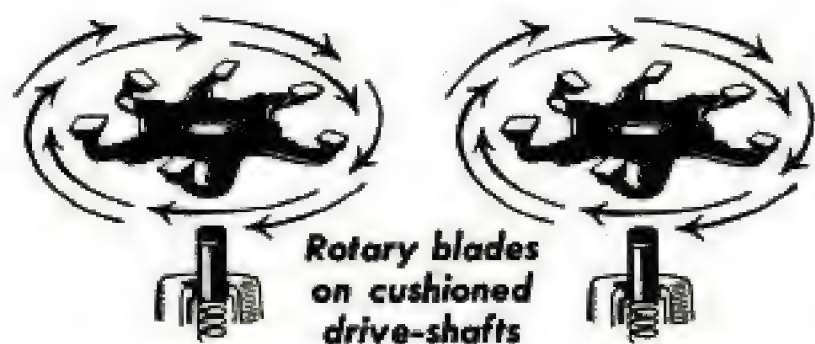
A new electric shaver?

You already have two others . . .

. . . And I'll never use 'em again—
now that I have a Norelco



Norelco brings you electric shaving's first basic improvement in 20 years...Rotary Blade Action...to make all other electric shaving as old-fashioned as lather



Shaves as close as a barber's razor. Norelco's 12 finely-honed blades shave whiskers as a barber's razor does, with only a *single* shaving edge. Other electric shavers *pinch off* whiskers between *two* metal edges—one fixed, one oscillating. That's why, with Norelco, you feel no whisker-pull.

No skin irritation. Norelco's blades are mounted on cushioned drive-shafts, thus whisk away whiskers exactly at skin-level, no matter how light or heavy your shaving touch.

Face needs no break-in period—great shaves at once. Skin-stretcher rim on Norelco's shaving head (no other shaver has one) flattens skin, upending each whisker. Then Norelco . . .

Shaves according to beard's natural growth, as slots in stationary skin-guard discs catch whiskers whichever way they grow. Prickly clumps and patches (where ordinary straight-headed electric shavers often run into trouble) disappear first time over. Norelco's *natural* shaving means more comfortable shaving.

Self-sharpening, lubricated for life, easiest to clean. Flawless engineering (two decades' research in one of the world's greatest laboratories) means years of use without repair-shop blues. Self-starting brush motor. Designed to fit hand. Cleans in seconds; no fumbling with parts.

15 day FREE home trial. Norelco will give you the smoothest shaves ever, wet or dry. Ask your dealer about no-obligation home trial. Norelco is sold at drug, jewelry, department and appliance stores. (It makes the ideal *gift*, too!)

Each year, more men around the globe buy and use Norelco* than any other electric shaver. They know from experience that Norelco means shaving at its absolute modern best. That's why Norelco is . . .

COMPARE NORELCO WITH THE OTHER 3 LEADING ELECTRIC SHAVERS

	A	B	C	NORELCO
Close-shaving rotary action	No	No	No	YES
Real brush motor	No	No	YES	YES
Permanent lubrication	No	No	No	YES
Skin stretcher	No	No	No	YES
Quiet operation	No	No	No	YES
Heats up in hand	YES	YES	YES	NO
Effective with long hairs	No	No	No	YES
Self-sharpening	No	YES	No	YES

**Largest-selling electric shaver in the world—
Fastest-growing electric shaver in the U. S.**

Norelco

Rotary Electric Shavers



\$24⁹⁵

AC/DC
with Travel Case

*Known as PHILISHAVE in Canada and throughout the rest of the free world

NORTH AMERICAN PHILIPS COMPANY, INC., 100 East 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-Ray Equipment, Electronic Tubes and Devices.



For a minute's caution in the store... years of satisfaction in your home!

Fiberglas Insulation gives you performance protection

Here's something that few people think of when they pick out an appliance for the home—the *insulation inside most appliances plays a big part in their performance!* And the best appliance insulation of all has proved to be Fiberglas*. Because Fiberglas keeps heat, cold and sound in place so well, cooking ranges, refrigerators, water heaters and a host of other products can be made more efficient and much less costly to operate.

That's why so many manufacturers who are trying to please the public have standardized on Fiberglas Insulation. It's the built-in *performance protection*—

the hidden but hard-working part that assures lasting satisfaction over long years of service.

And that's why it's wise to check the fundamentals when you shop. Get the inside story, the insulation story. Let the

How are you fixed for watts? Overloaded or weak wiring in your home is a hazard. It can kick up the cost of operation, lower your enjoyment of today's wonderful, work-saving appliances. For greater economy and safety, have your utility company or electrical contractor check to see that you have Adequate Wiring.



bright red label that says "Equipped with Fiberglas Insulation" be your guide to *performance protected* products, extra value products that are built with the very best! Owens-Corning Fiberglas Corp., Dept. 10D-25, Toledo 1, Ohio.

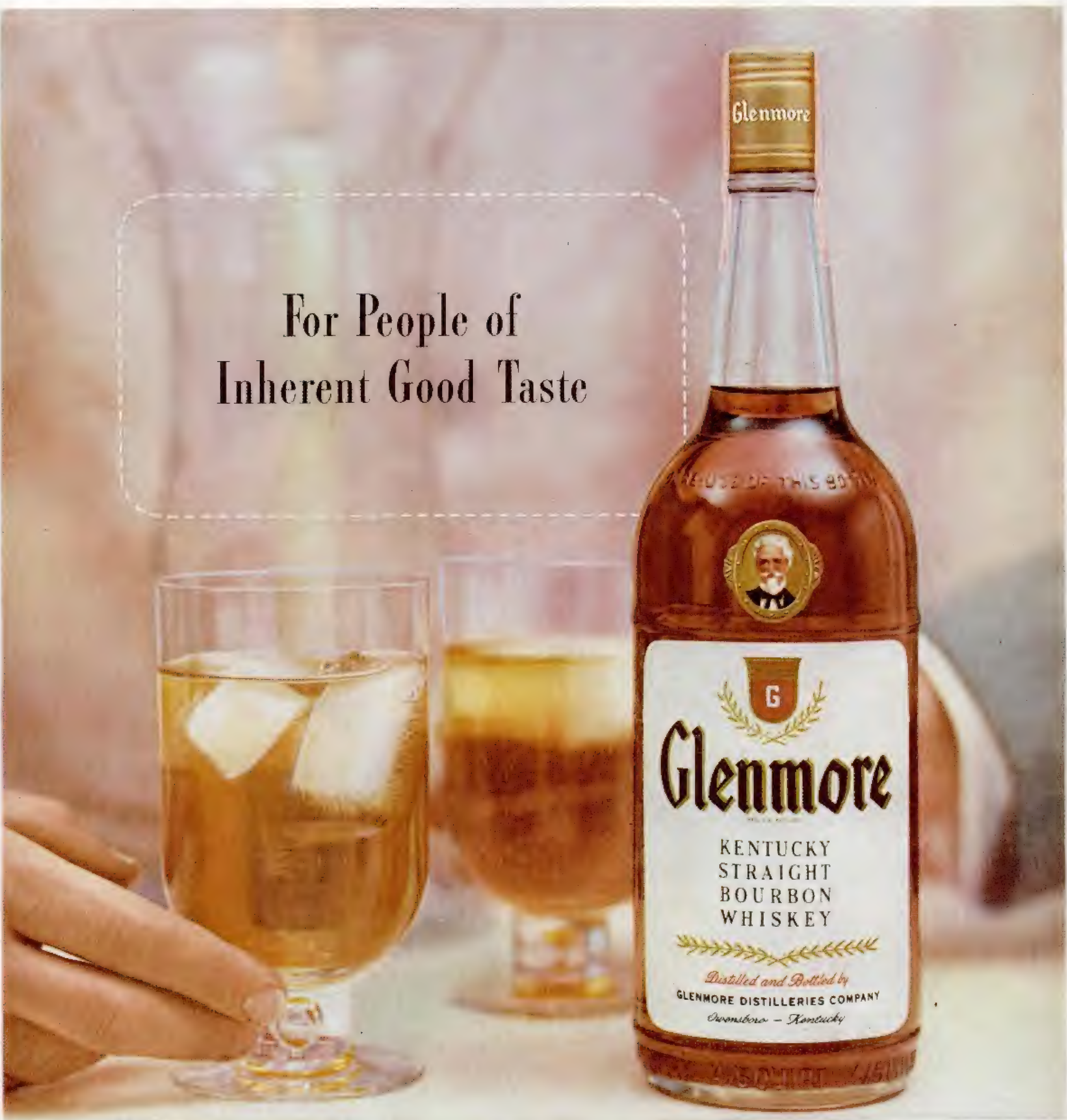
Look for this label



*makes good things better,
... makes new things possible!*

*T. M. Reg. Owens-Corning Fiberglas Corporation

For People of
Inherent Good Taste



You get more in GLENMORE...

more Taste... more Quality... more Enjoyment

Every Drop Distilled and Bottled by **GLENMORE DISTILLERIES Company • Louisville, Kentucky**
"Where Perfection of Product is Tradition"

Available in 86 or 90 Proof



Mr. and Mrs. George C. Espenson of St. Paul, Minn., and their children, Myrane, 13, and David, 9, are a typical American family who turned two weeks auto vacation into a dream holiday in the great outdoors.

This Family Vacations For \$4.17 a Day For Meals

"That's All It Cost Us With Our **Coleman Outing Pals To Feed The Four Of Us For 13 Glorious Days!"**

say Mr. and Mrs. George Espenson of St. Paul

"It's hard to believe, even now, what a wonderful vacation a family can have at so little cost—with the Coleman Outing Pals to provide home cooked meals, fresh, wholesome food, and the comfort that takes all the hardship out of outdoor living.

"No meals ever tasted better than those cooked amid the scenic beauty of Yellowstone on our fast-lighting, long-burning Coleman Camp Stove. Our Coleman Camp Table (an amazingly roomy supply box during travel!) made camping convenient and comfortable and our Coleman Lantern put more bright hours of fun into every day.

"We truly had a dream vacation—through the Black Hills and Badlands... the Big Horn Mountains... Yellowstone Park and back through the lake country of Minnesota.

"With all this traveling, eating in restaurants would have wrecked our vacation budget. However, with our Coleman equipment it was possible to prepare meals as easily as at home and at no higher cost.

"Three days of eating 'out' at restaurants proved us right—they averaged \$12 a day food cost for the family; while the 13 days we prepared our own meals on our Coleman Camp Stove cost us only \$54.15—a saving of \$7.83 a day—which more than paid for our complete set of Coleman Outing Pals.

"Our Coleman Outing Pals helped us to 'live off the land'—for what could be more delicious than fresh caught fish fried golden brown... topped off with a dessert of ripe berries picked along the road."

"We even baked a cake on our Coleman Folding Camp Stove"

It's so easy and quick to prepare hot meals on the instant-lighting, easily regulated, dependable high-power burners that cook like your gas range at home. Ordinary unleaded gasoline, obtainable anywhere, provides safe, economical long-lasting fuel. 2 and 3-burner models. High stand (optional) provides extra convenience. Priced from \$12.95.



"We were surprised at how many things could be packed into our Coleman Carrying Case-Camp Table..."

It actually saves space... holds four stools plus a big load of food, tableware and utensils... unfolds into a sturdy, all-steel table 28" square, for meals clean and ant-free off the ground—such a comfort when camping or picnicking. Useful at home in garden, patio or in gameroom. Price \$12.95, stools \$2.25 each.



"For late suppers, night fishing, bright light for camp we need our Coleman Floodlight Lantern."

No fumbling in the dark with the 100 ft. circle of brilliant light from this instant-lighting lantern. 8 to 10 hours service per filling of low-cost fuel. Reflector converts it to high-power spotlight. 1 and 2 mantle models. See new corrosion-proof "Professional" model. Prices from \$11.95.



Meals are tastier, more healthful with Fresh Milk, Fruit, Meat from your Coleman Portable Cooler

Newest Outing Pal adds to fun and comfort on every outing. Enough refrigeration space for a family's fresh food-and-drink needs... in this easy-to-use, easier-to-clean, long-cold cooler. Exclusive Coleman features: lid-latch lifts with fingertip, locks automatically... all inside corners rounded—easy to keep clean and odor-free... un-losable drain plug... heavy zinc, corrosion-resistant inner finish, green baked hammerloid enamel outside. 3 models. Top quality at low price.



See all four Coleman "Outing Pals" now on display at leading Hardware, Sporting Goods and Department Stores... everywhere.

Mail Coupon for FREE Outdoor Book

The Coleman Company, Inc., Dept. 213-U, Wichita 1, Kansas

I understand that your booklet, "How to Have MORE FUN on Every Outing", contains many money-saving hints. Please send me a copy.

NAME _____

ADDRESS _____

CITY _____

STATE _____

FREE New 1955 Coleman Outdoor Book written by vacationers, campers, noted outdoorsmen...packed with valuable hunting, fishing, camping and cooking hints...helps you figure your vacation budget. Mail Coupon for your copy today.



SPEAKING OF PICTURES



LION AND HIS MATE were taken in Africa. Said Ylla, "Lions though majestic . . . are very lazy."



LION CUB AND PUPPY became friends when Ylla let them play together in her New York studio.



A WILD AFRICAN BUFFALO, PROVOKED BY A HUNTING CAR, RUSHED BY YLLA AS SHE LEANED OUT THE

YLLA'S WORLD OF ANIMALS

Her photographs recall a lifetime's work

In the early days of her career as a photographer 23 years ago, Camilla Koffler, better known as Ylla, was a fashionable studio photographer in Paris, specializing in portraits of pampered pets. In the last days of her career, during which some 750,000 copies of her animal books were sold and she became the most widely known animal photographer in the world, Ylla turned more and more to photographing animals in wild and primitive settings. She was in India last month covering a frenzied race of bullock-drawn carts when she was thrown from a jeep and killed.

In the years between Ylla, who had developed the patience to wait for an animal to reveal its character in action or expression and the quickness to catch the moment when it came, had learned a great deal about animals she worked with. "There are brave lions, cowardly lions, intelligent lions and stupid lions," she once said. "Each animal is an individual."





CAR WINDOW. THESE ANIMALS OFTEN ATTACK CARS, BUT YLLA WAS LUCKY AND THIS ONE KEPT GOING



SQUIRREL AND FROG met at Ylla's. She liked to photograph meetings of oddly different animals.



UNEXPECTED ENCOUNTER between bear cub and fox occurred while Ylla followed cub in woods.



YLLA AND PETS, two bear cubs, lived together in her home. She was very fond of them but they became too rough and she had to give them to zoo.

MONSANTO CHEMICALS *in Action*

Business chemistry, a Monsanto specialty, benefits everyone . . . produces hundreds of chemicals, helps manufacturers put them into action in thousands of applications that create new and improved products. Here are three examples:



GETTING MORE WORK OUT OF WATER! See how solution at left whisks away greasy dirt while ordinary water leaves it untouched. The difference: Santomerse*—one of 1400 compounds created and

tested by Monsanto to produce a complete line of cleansers and wetting agents for industry . . . *super-active* powders, pastes and liquids that make water work harder, wet faster. At right are seven examples.

Manufacturers, Processors: Write Monsanto's Industrial Service Dept. for information on any job requiring detergency, penetration, spreading or wetting power.



MORE YIELD IN OIL RECOVERY



LUBRICATES METAL ROLLING



SPREADING CROP CHEMICALS



BETTER WASHING, RINSING



CLEANER CROPS FOR MARKET



HELPS SOIL HOLD WATER



DE-FOAMING DRILLING MUD

2. IN PAPER



NO SAG! NO LIMP! NO LEAK! Sturdy cups that hold hottest coffee, soup and cocoa—light, disposable dishes—crisp stationery that takes ink lines without “fuzzing.” PAPER, fortified with Mersize*—doing

thousands of jobs it never did before. Monsanto's Mersize helps paper resist liquid penetration, makes possible economical new wrappings and moisture-proof containers that reduce cost, weight, breakage.

Paper Product Manufacturers: Monsanto, the first producer of chemically-made size, will direct you to best sources of fine paper and liquid-resistant paperboard.



LEAKPROOF CONTAINERS



CLEAN, LOW-COST FOOD PACKS



THROW-AWAY CUPS AND SPOONS

3. IN CATTLE FEED



SWEET SILAGE COWS CRAVE — available all year 'round when farmers use Monsanto's Medo-Green* to prevent cut grass from souring. Medo-Green assures silage so tasty and digestible that cows lick up

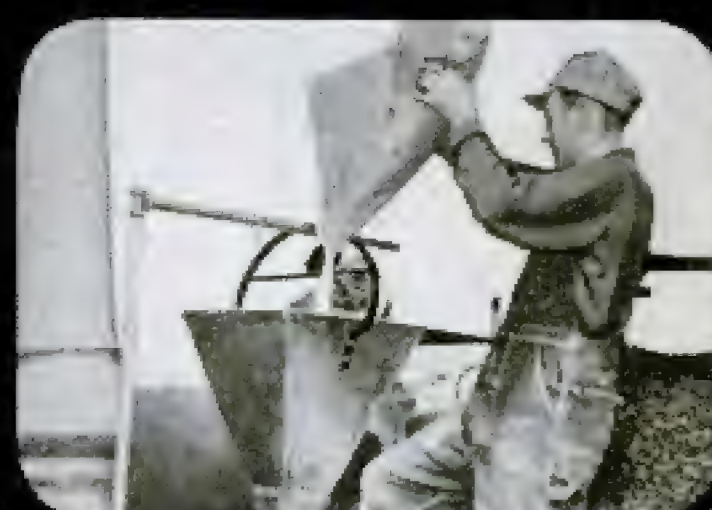
the last green shreds and look for more. Economical —just 8 lbs. treats a ton of silage, holds in freshness and food values so often lost. Easy to use, no fancy machinery necessary for application.

Farmers: Ask your local farm supply store to have your Medo-Green (Sodium Metabisulfite) in stock in plenty of time for first and last cuttings.

*Reg. U. S. Pat. Off.



CUT IT



TREAT IT



STORE IT

Manufacturers: The above products are typical examples of how Monsanto chemicals go into action for industry. If they can help you earn greater profits in your business, WRITE

MONSANTO TODAY. Describe fully your products, processes and estimated requirements. Address: Industrial Service Department, Monsanto Chemical Company, St. Louis 4, Mo.

SERVING INDUSTRY... WHICH SERVES MANKIND

MONSANTO
CHEMICALS — PLASTICS



EVEN IF YOU BRUSH YOUR TEETH ONLY ONCE A DAY Colgate Dental Cream Gives The Surest Protection All Day Long!



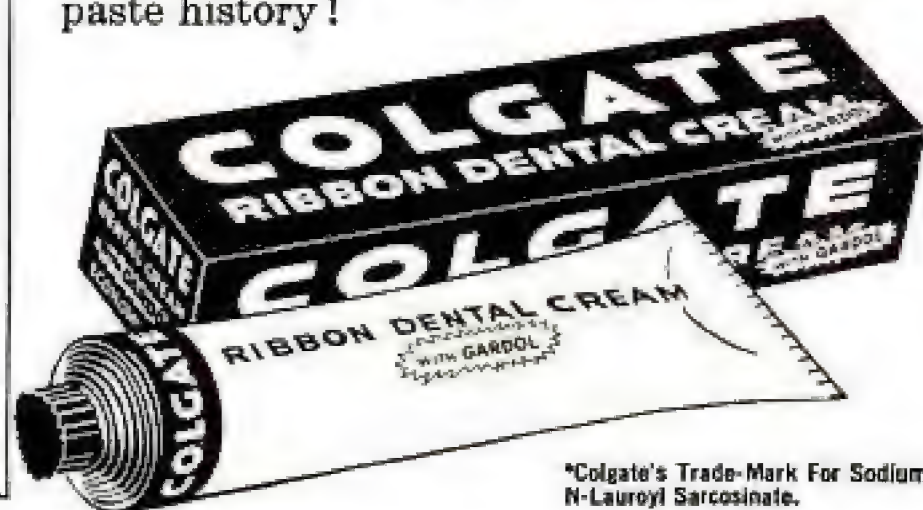
**Brushing For Brushing, It's The Surest Protection
Ever Offered By Any Toothpaste! Because Only Colgate Dental Cream
—Of All Leading Toothpastes—Contains Gardol*
To Guard Against Tooth Decay Longer—Stop Bad Breath Instantly!**



Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate Dental Cream with Gardol fights tooth decay 12 hours or more!

ASK YOUR DENTIST HOW OFTEN YOU SHOULD BRUSH YOUR TEETH!

But remember! Even if you brush only once a day, Colgate Dental Cream gives the surest protection all day long! Stops bad breath instantly in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



*Colgate's Trade-Mark For Sodium N-Lauroyl Sarcosinate.

**Every Time You Use It...New Colgate Dental Cream
CLEANS YOUR BREATH WHILE IT GUARDS YOUR TEETH!**

LETTERS TO THE EDITORS



LYSIKOV LEAVES WEST BERLIN FOLLOWED BY MOTHER AND FATHER

A JIVY RUSSIAN'S JUMP

Sirs:

The Russian schoolboy Valery Lysikov ("A Jivy Russian's Western Jump," *LIFE*, April 4) is merely a Russian version of our own so-called juvenile delinquents. There are plenty of persecuted peoples from all Soviet-dominated countries who deserve our compassion more than does this young snip, who is obviously defying an overly severe father.

MARGARET TAYLOR

Sausalito, Calif.

● Valery Lysikov is now back behind the curtain. After the second of two meetings with his parents, Valery decided to go back home (above). His decision, U.S. officials said, was prompted by fears for his father's life.—ED.

SCRAP IS NOT ARMAGEDDON

Sirs:

Your editorial "A Scrap Is Not Armageddon" (*LIFE*, April 4) appears to be based on the dangerous concept that decisions relating to the possibility of world war and the extinction of the human race should rest with one or two separate nations. The decision to defend Quemoy and the Matsus should rest with the United Nations.

R. A. KNUDSEN

Hypoluxo, Calif.

Sirs:

Your editorial is about the worst piece of warmongering it has been my displeasure to read for some time.

CHANDBY W. LAMBERT

N. Olmsted, Ohio

Sirs:

We can forgive much of what appears in *LIFE* after reading your sane,

sensible, strong, perspicacious editorial on the Matsus and Quemoy.

SISTER MIRIAM

College Misericordia
Dallas, Pa.

Sirs:

Congratulations on such a fine editorial. The action which you have suggested is the only real one that we can take. The Communists must be stopped soon or they will continue their mad race for power and territory.

P. BRENDON CLARK

Summit, N.J.

LAND OF CONFUCIUS

Sirs:

As a Chinese I would express my thanks for your worthy efforts ("Religion in the Land of Confucius," *LIFE*, April 4) to let the world know the great ancient Chinese philosophy.

As Confucius said, "Virtue does not stand alone, it will attract neighbors." A free China will be regenerated because Red China is only a puppet.

DAVID CHENG

Socorro, N. Mex.

Sirs:

"Religion in the Land of Confucius" was a masterpiece. I am making it required reading for my introductory classes in sociology.

ROBERT M. FRUMKIN

University of Buffalo
Buffalo, N.Y.

Sirs:

In Lin Yutang's "Communists and Confucius" I was shocked to read of the denunciation of President Lu Chih-wei of Yenching University by his daughter Yao-hua and of his confessing to having carried out an "American cultural invasion" at Yenching U. In my brief association with President Lu at Yenching University I got the distinct impression that his policy was definitely pro-Chinese, with American and European influence reduced to an absolute minimum—not at all the "American cultural invasion" to which Lu confessed.

D. W. PITTMAN

Logan, Utah

Sirs:

In my opinion "reciprocity" comes closer than "altruism" to the real meaning of Confucius' "one word which might serve as a cardinal precept of life." Asked, "What do you think of repaying evil with kindness?" Confucius replied, "Then what are you going to repay kindness with?" He answered both questions by saying, "Repay kindness with kindness but repay evil with justice."

C. R. THOMAS JR.

Danville, Va.

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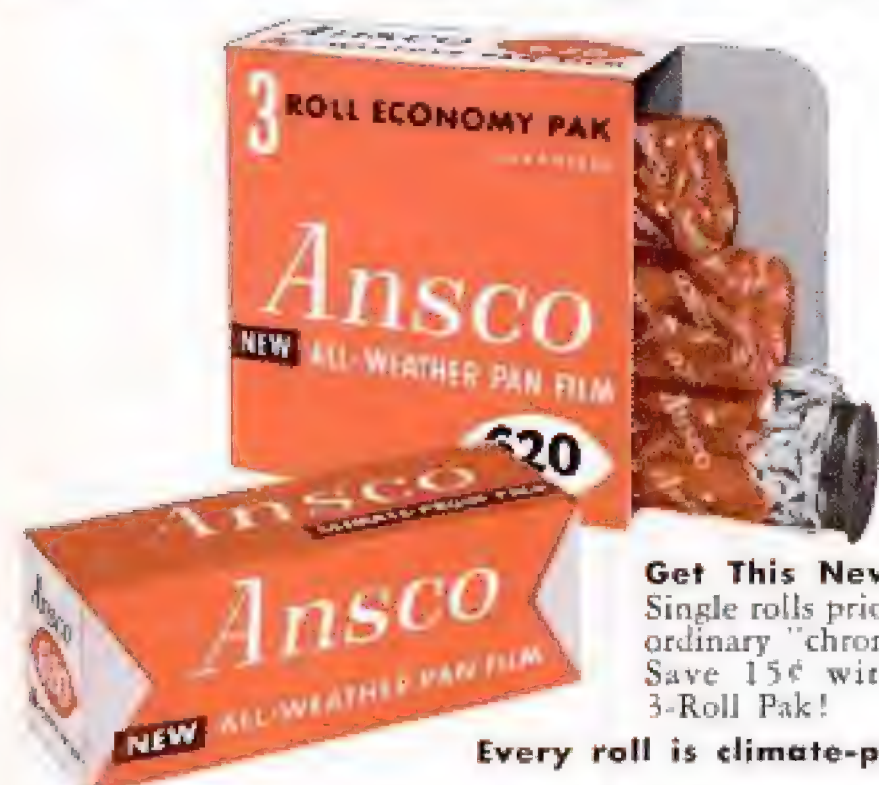
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New **ANSCO** All-Weather Film **"SEES RED"** to give you Better Pictures!

New, exclusive R-S sensitizers are the secret of better-looking pictures with this regular-price black-and-white film!

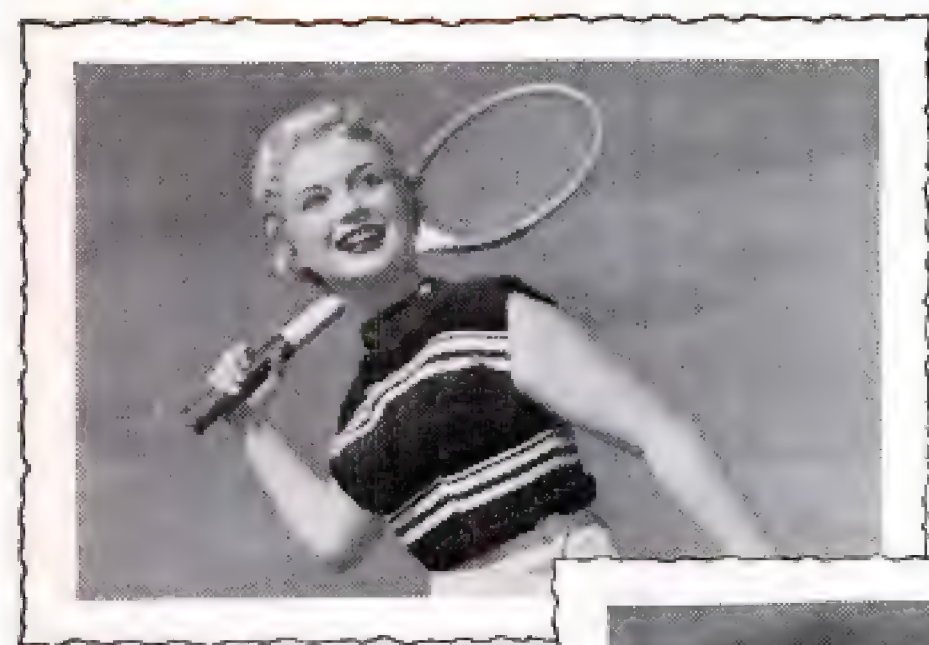
All the familiar "chrome-type" snapshot films are color-blind to red. That's why lips are often black smudges in your pictures ... why complexions sometimes have a "muddy," blotchy look ... why bright-colored clothes may turn out dark.

New Ansco All-Weather Film is *scientifically different* because this new-type panchromatic film "sees red" in its natural brightness. That's why you get clearer, brighter black-and-white pictures in sunshine, shade, or with flash! Ansco, Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality."



Get This New RED BOX!
 Single rolls priced the same as ordinary "chrome-type" film. Save 15¢ with the Ansco 3-Roll Pak!

Every roll is climate-proof packed



With Ordinary "Chrome-Type" Film lips and hair are unnaturally dark, and the bright red stripes of the sweater actually disappear completely into its black background!



With Ansco All-Weather Pan Film lips and hair show up in their natural brightness, while the red stripes in the girl's sweater now appear in lively tones of gray!

Lips ... complexion ... hair ... clothes ... they all look better on this new Ansco All-Weather Film!

NEW *Ansco* ALL-WEATHER PAN

The premium-type panchromatic film at the regular price!



Style #6312, Two-Eyelet Mocfront Oxford, Golden Softie Calf, Leather Sole.

whose famous Bostonian



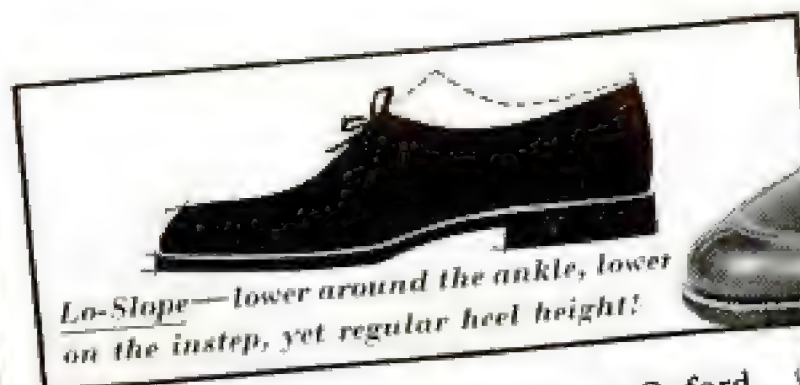
He entertains millions on TV, stage, radio.

Lo-Slopes are these?

LO-SLOPE, newest Bostonian of all, is proving itself a record maker. Foremost example of the "New in Shoes," with a lower-around-the-ankle look and tension-free instep tie, *Lo-Slope* attracts men everywhere. Amazing lightweight comfort is their feature. Actor-pianist **VICTOR BORGE**, a master at record making himself, is right at home with his pair.

Most styles \$16.95 to \$24.95

The man who sells Bostonians® is making friends for life



Lo-Slope—lower around the ankle, lower on the instep, yet regular heel height!



#6302, Brown Tweedo Calf, Mocfront Oxford.

©1955 Commonwealth Shoe & Leather Co., Whitman, Mass., Shetown, U.S.A.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

The symbol of Taoism, yin and yang, is often used on weighing scales to signify balance, by technocrats to signify balance between production and distribution, by the Northern Pacific Railroad and by the government of South Korea as a national symbol on their flag.

BOB FERGUSON

Hamilton, Ont., Canada



ROK FLAG AND RAILROAD SYMBOL

● A Northern Pacific official saw the Korean flag at the Chicago World's Fair in 1893. After studying the symbol's history he concluded it stood for good luck and would make a suitable trade-mark. No one can recall why he reversed the shapes of the two elements.—ED.

A FULL, RELIGIOUS LIFE

Sirs:

As the writer of the ad for *A Man Called Peter* ("A Full, Religious Life," LIFE, April 4) which your reviewer objected to as skirting "close to blasphemy," I would like to say that I am certain that the Dr. Marshall whose sermons spoke of "The Christ who called a spade a spade and let the chips fall where they might; of Christ, not the pale, anemic, namby-pamby Jesus but the Christ of the Gospels striding up and down the dusty miles of Palestine—sun-tanned, bronzed, fearless, the knuckles big in His carpenter's hands"—I am sure that this Dr. Peter Marshall would not think being called "God's kind of guy" and "a loving kind of guy" skirted close to blasphemy.

MAX STEIN

20th Century-Fox Film Corporation
New York, N.Y.

Sirs:

Having read *A Man Called Peter*, I seriously wondered whether the copy writers of the motion picture ad had completely lost their minds. As I scanned this "interesting revelation" in the newspaper, I wondered if they were talking about Mickey Spillane or Peter Marshall. . . .

HERBERT Z. GIVEN

New York, N.Y.

Sirs:

Thanks so much for the criticism of the advertising for *A Man Called Peter*. The motion picture industry's concept of being "down to earth" is very often very "earthy."

EDWARD W. GRAHAM

Cape May, N.J.

A WORD FOR WASHINGTON

Sirs:

Congratulations are due Clarence Randall for "A Good Word for Washington" (LIFE, April 4), particularly his daring exposure of career men (and women) as intelligent, hard-working and loyal individuals. . . . I disagree, however, with Mr. Randall's premise that many men in government could double or triple their pay by entering industry but don't "solely out of genuine devotion to a cause." True, perhaps, of the man entering the government with a good business

background. But I do not think it is true that a career man can successfully "pass" to a responsible and well-paying job in industry. Business has no respect for the training and experience that such a man brings with him (generals and admirals excepted).

A. C. SCHWARZ

Long Beach, Calif.

PW'S RECOVERY

Sirs:

I wonder how Private Joe Demler ("PW's Recovery," LIFE, April 4) feels about putting weapons in the hands of the people who starved him down to 70 pounds. Everybody who votes to rearm Germany should first look at Joe Demler's picture as a living skeleton.

MAX BUCK

West Orange, N.J.

● Joe Demler is not reluctant to talk of his wartime experiences, or give opinions. Concerning rearming Germany: "I'm for it. France is pretty weak and Russia is powerful and we have to have somebody to help us."—ED.

CAMPUS HIGH-BROWS

Sirs:

Well, just "how many toes does the great-great-great-great-great-great grandchild of the eohippus have ("From Campus High-Brows to Campus Heroes," LIFE, April 4)?" Would not the answer be four (one on each foot) instead of one, which was accepted as the correct answer? Since the Colgate students answered three, they were more nearly correct, for surely there are more three-legged horses than one-legged horses!

BRADNER BURT

Connersville, Ind.

Sirs:

The eohippus question raises another question for the eggheads to work out on another show: on which leg does a horse have its toe?

W. L. BRADLEE

Denver, Colo.

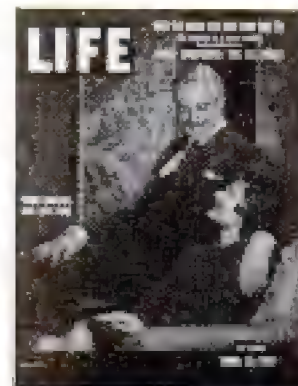
Sirs:

We clobbered Cornell in an exercise of quick wits so why not publish the score? It was Colgate 255, Cornell 85.

LLOYD HUNTLEY

Hamilton, N.Y.

Please send



to _____ name
_____ address
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3417



Flavored by 8 and loved by millions!

... because it offers so much more than any single juice.

"It's 8 times tastier than any other juice," say juice drinkers.

"It's selling like crazy," say grocers.

And we say this: **V-8*** gives you the juices of not just one, but 8 healthful vegetables... brimful of vitamins and minerals, gay and refreshing in flavor... and dedicated to the proposition that health can be delicious.

One meeting with **V-8** (hot or cold), and you'll say, "More, please." Everybody does.

V-8's magic blend: the juices of the Campbell Tomato, celery, carrots, beets, spinach, lettuce, watercress, and parsley.



By Nature it's wholesome... by **Campbell's** it's delicious!

*V-8 is a trademark owned by the makers of Campbell's Soups

THE MAGIC OF  GOLD SEAL VINYL

yes, magic!...the way these floors, walls and counters stay clean!



Bedroom floor: VinylFlor. Walls, bathroom-laundry floor: VinylTile. Insets, slide, door: VinylTop.

GOLD SEAL VINYLFLOR gives you vinyl in an almost seamless sweep. Children couldn't play on a more spotless, sanitary surface. Gold Seal vinyls shrug off dirt and grime. Everything from grease and jam to finger paints and crayon wipe away in a jiffy. Gold Seal VinylFlor comes in 17 handsome, inlaid patterns. By-the-yard, 6' wide, only about **30¢** sq. ft.



Floor: Gold Seal VinylTile, marbled and "Bermuda Hues." Walls: VinylTile. Vanity-desk: VinylTop.

GOLD SEAL VINYL TILE has all the virtues of VinylFlor, plus a special piece of news for you. *VinylTile can go over ground-level concrete* with or without radiant heat. It's the only vinyl with light, muted colors that are as right for walls as they are for floors. Gold Seal VinylTile (9" x 9"), is available in 11 "Bermuda Hues"; 17 marbled patterns. Only about **35¢** sq. ft.



Floors and Walls: "Bermuda Hues" VinylTile. Counters, cabinet facings: "Bermuda Hues" VinylTop.

GOLD SEAL VINYLTOP is an extremely versatile, easy to clean material for counters and cabinets, shelves and table tops—even doors. (See it in every room on this page.) It's flexible, seamless, easy to cut and cove. It's highly resistant to scratching, scorching and marring. And it costs much less than hard, clattery tops, installed. In fact, it's an ideal product for home or business use. Choice of 18 colors that are an exact match of VinylFlor and VinylTile. 30", 36" or 42" wide. Only about **30¢** sq. ft.



Floor: VinylBest Tile. Walls: "Bermuda Hues" VinylTile. Tables, counters, door: "Bermuda Hues" VinylTop.

GOLD SEAL VINYLBEST TILE stands up to abuse—takes the roughest treatment in its stride. Unharmed by grease, acids and alkalis. Easy to maintain. Goes on any ground level over any floor (with or without radiant heating)—*even in the basement*. 17 specially selected colors. $\frac{1}{16}$ " gauge about **32¢** sq. ft. $\frac{1}{8}$ " about **62¢** sq. ft. List of Gold Seal dealers is under "Linoleum" in classified phone books. Gold Seal products carry the exclusive Gold Seal guarantee of satisfaction or your money back.

For home or business...

you get the finest choice of all in...

INLAID LINOLEUM • RANCHTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK AND ASPHALT TILES • CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS VINYLFLOR • VINYLTOP

Congoleum-Nairn Inc., Kearny, N. J. Copr. 1955





SPECIAL VALUES FOR MAY!



BEDSPREADS AND MATCHING DRAPERIES

**BATES
"HIGHLANDER"
(LEFT)**

A dynamic new plaid design with everything you could want in a spread—including the price! Glowing colors, muss-proof texture, long-wear sturdiness, perfect washability with no ironing needed. Ideal for summer homes or children's rooms, playrooms or double-purpose rooms. Yellow, Green, Rust or Aqua. Single or double, 8.95 value, priced until May 31st only at 6.95*

**BATES
"TROUSSEAU"
(RIGHT)**

A beauty of a spread in a completely *lint-free* candlewick of finest cotton and Avisco fiber. Note the niceties unusual at this price: rounded corners, heavy bullion fringe, *preshrunk*, exquisite colors: Hyacinth Pink, Daffodil, Cornflower Blue, Aqua, Mint, Beige, White. Single or double, specially priced until May 31st only at 9.95*

**BATES
"PIPING ROCK"
(BELOW)**

Be your own decorator with America's most popular bedspread pattern! 17 versatile colors in a distinctive ribbed texture that's wrinkle-resistant, light to handle and launder, *preshrunk*. Pine, Chartreuse, Yellow, Brown, Copper, Mushroom, Wine, Scarlet, Cherry, Rose, Royal, Light Blue, Aqua, Charcoal, Mist, Peach, White. Single or double, always a terrific value at 9.95*

*Matching draperies same price • Prices slightly higher in the West



NEW DECORATING BOOKLET!

Do it yourself—with Bates bedspreads! Forty fascinating and economical ways to make use of old (and new) spreads for decorating all through the house.

SEND COUPON TODAY!

BATES FABRICS, INC., 112 WEST 34TH STREET, NEW YORK 1

Please send illustrated booklet "I Made it Myself." I enclose 25¢ (coin or check) to cover postage and handling.

NAME _____

ADDRESS _____

CITY _____

Iron most fabrics without sprinkling

WITH THE NEW G-E
STEAM AND DRY IRON!



ONLY—
\$17⁹⁵*

* Manufacturer's recommended retail or Fair Trade price.

IT'S TWO IRONS IN ONE!

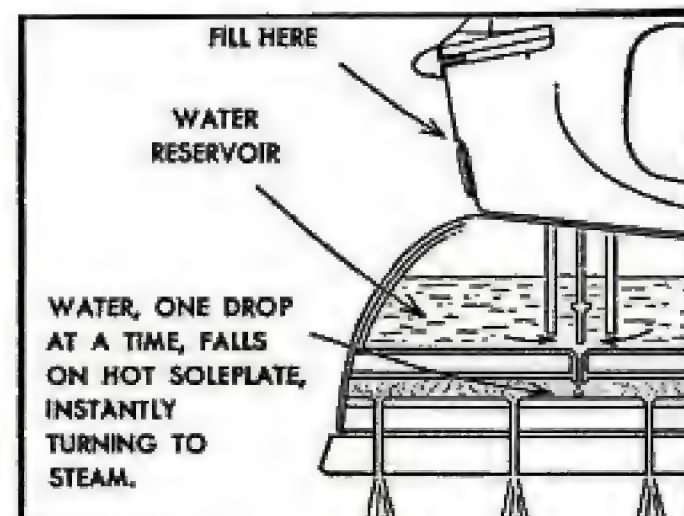


**STEAM & DRY
IRON**

USE IT AS A
STEAM
IRON!



1. "IRON WITHOUT SPRINKLING," says Kathie Norris, "everything except heavy cottons, linens and starched fabrics! The steady flow of steam moistens fabrics, saves you the time and work of sprinkling."



2. INSTANT STEAM! Drop by drop, water falls onto hot soleplate . . . flashes instantly to steam. Steam stops automatically when iron is placed on heel rest. Uses tap water in all but extremely hard water areas.

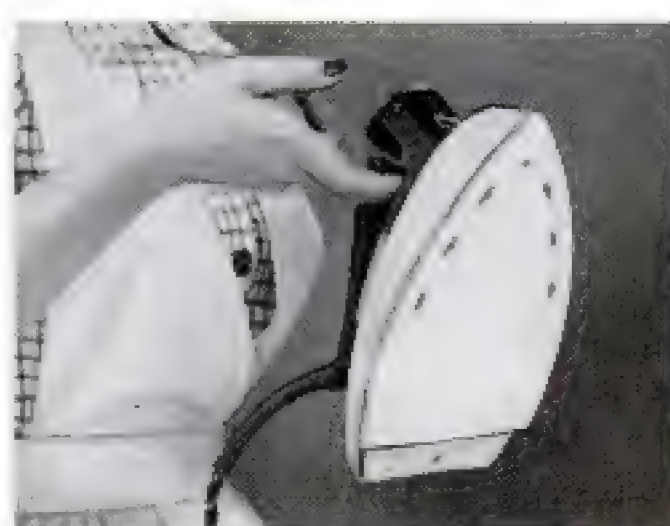


3. PRESS LIKE A TAILOR! Press suits, skirts and sweaters without a damp pressing cloth! You can see where to put creases, so you press *perfectly*! Save money on pressing bills—you can do it at home, professionally.

USE IT AS A
DRY
IRON!



1. FOR HEAVY COTTONS, LINENS and starched fabrics, use it as a *dry* iron. Just press the button to change your steam iron to dry—no need to let iron cool down or even empty the water! You make the change instantly!



2. LIGHT, LIGHT WEIGHT! Only 3¼ pounds! Weighs less than a woman's purse. Means easy handling and less work. Larger soleplate—more than thirty square inches—covers wider ironing area in fewer strokes.



3. NO MORE SCORCHING! Visualizer Fabric-dial gives perfect heat for whatever fabric you're ironing! See it at your G-E dealer's today! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

SEE these other wonderful irons at your G-E dealer's: G-E Visualizer Iron (\$12.95*), G-E Budget Iron (\$9.95*), G-E Portable Steam Iron (\$14.95*), G-E Automatic Travel Iron (\$9.95*).

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



LIFE

Vol. 38, No. 17 April 25, 1955

U.S. AGAIN IS SUBDUED BY DAVY

**Nation's children (and stores)
join Crockett frontier kingdom**

This pleased 3-year-old, who sees himself as the King of the Wild Frontier, belongs to an army of Americans which has had a sudden and shattering impact on the nation's home life. He is a Davy Crockett fan and is a brother-in-arms of almost every American of both sexes from the age of 2 to 12. Through a recent Walt Disney TV program he made the acquaintance of the frontier scout, Davy Crockett. Since then he has been raising indoor bedlam in his scramble to reach the television set and outdoor bedlam as he whoops and hollers in the backyard. Being a stickler for details, he insists on toting at least one Crockett gun and wearing a coonskin hat, sometimes to bed.

The Crockett craze, unexpected even by the watchful Walt Disney, has produced a corresponding frenzy in commercial circles. Dozens of manufacturers are hustling to turn out more than 200 items, from baby shoes to wallets, which might conceivably be connected with Crockett's life. By June they will sell to the retail tune of \$100 million—just about the largest merchandising feat of its kind. Meanwhile, Walt Disney has made a full-length movie out of his TV film and booked it into 950 theaters for its opening month of June. Sixteen versions of the Crockett ballad, which was introduced on the TV show, have been recorded, not counting the *Davy Crockett Mambo*.

But the true Crockett fan is busy with his own forms of hero worship. He kills imaginary Mexicans, shoots imaginary bears and adds his own verses to the Crockett ballad, such as:

*Kilt him a b'ar when he was only three
And lost his mother at the A & P.*

HAPPY WARRIOR, Richard Fairbanks of Englewood, N.J. operates with cap like Davy Crockett's.



BEAR-HUNTING was one of Davy's exploits and he said he killed them with a grin. "I asked a bear no favours, further than civility," declared Davy.



WILDCAT-HUNTING once put Davy in spot. "My foot tripped," said he, "I fell to the ground. He was down on me like a Nighthawk on a Junebug."



CAMPAIGNING for Congress in 1827, Davy addressed cronies: "They accuse me of being a drunkard. It's a lie, for whisky can't make me drunk."



REAL-LIFE HERO, HIT PLAY IN 1873

Son of a Tennessee tavern keeper, the real-life Davy Crockett ran away from home at 13 and later served as a scout under Andrew Jackson in the Creek Indian war. He claimed he shot 105 bears in nine months and grew up as a homespun Hercules who was also articulate, as shown by the quotations above.

Settling down, he became a colonel in a local militia, was made a justice of the peace, ran for Congress and was elected. One speech to Congress began. "Mr. Speaker, who-who-whoop, bow-wow-wow. I've had a speech in soak this six months . . . if I don't deliver it I'll burst." In 1836 Colonel Crockett was attracted, quite naturally, by the Texas movement for independence, high-tailed it to the Alamo where he died in its defense.

Legends stuck to Crockett like sandburs. In 1873 his status as a national folk hero was confirmed in a popular play, *Davy Crockett*. In one scene, memorable in the history of the American theater, Davy pushed his bare arm through the iron sockets of a cabin door and, thus barring it, saved his lady love from wolves outside.



FAMOUS STAGE DAVY, Frank Mayo (left) made 1873 hit play *Davy Crockett*. He also adorns cover of a march (above) played at theaters in New York.



AS A COLONEL of militia Davy was portrayed in his traditional frontier costume with his hunting dogs by John G. Chapman, who never saw Crockett.



END OF DAVY came at Alamo where he was last survivor of garrison. Here he fights with knife as Mexicans are about to skewer him with bayonets.



DIFFERENT DEATH was met by Davy, according to some experts. They say that he was captured by Mexicans at Alamo and executed three days later.

A 1955 TV STAR WITH PROBLEMS

Son of a Texas ranch owner, 28-year-old Fess Parker, who is Davy Crockett on TV, was spotted by Disney in a small movie role. Disney decided Fess had the right smile to "outgrin a bear" and hired him to play Davy.

When Davy died on TV, so many protests poured in that Disney will launch Fess in a TV series, *Legends of Davy Crockett*. Fess himself had to meet protests a few weeks ago when a teacher complained that kids did nothing but play Crockett games and needed to be calmed down. So Fess and his coactor Buddy Ebsen wrote a new song based on Crockett saying, *Be Sure You're Right*. Soon to be recorded, it is expected to have a quieting effect.

Music has always accompanied the Crockett stories. The real Davy wrote a touching verse, *Farewell*, sung by Fess on the show:
*Farewell to the mountains whose mazes to me
More beautiful far than Eden could be,
The home I redeemed from the savage and wild,
The home I have loved as a father his child,
The wife of my bosom, farewell to ye all,
In the land of the stranger I rise or I fall.*

The BALLAD of DAVY CROCKETT



ACTOR FESS PARKER (right) is Davy on TV and in the movies. He is also on cover of current song hit (above), which has sold four million records.





GREAT-GRANDSON David W. Crockett of Dallas, holding Davy portrait, gets no boom profits.



HOPEFUL CLOTHIER Morey Schwartz of Baltimore owns a Crockett trademark, plans to cut in.



BUCKSKINNED RIDER plugs the Washington D.C. show of Bill Hayes whose *Davy* recording

has outsold all others. The amateur photographers in the bus seem to be a part of the Crockett craze.



PROSPECTIVE SPONSORS are led down Main Street in huge new Disneyland Park in Anaheim,



PRECIOUS COONSKINS, mostly from old coats, are collected by Framingham maker of Davy kits.



COONSKIN TRADER, Seattle TV man Dick Gardner, offered to swap schoolkids anything for hat,

got no takers. Hat shortage is sending raccoon trappers out into woods in force for first time in years.



Calif. by Fess and sidekick, Buddy Ebsen, who plays Davy's inseparable companion in TV movie. The

admen are being wooed for time on new Disney show inspired by phenomenal success of Crockett series.



BALLAD SINGER Burl Ives signs Davy records, which outsell his other disks, in New York store.

A BOOM IN BUSINESS, A CRISIS IN COONSKIN

Along with a lot of profitable trading, the return of Davy Crockett has brought some acceptable commercial problems. However busily they reorder, department stores all over the country find their Crockett counters being stripped and aisles filled with frustrated young customers. The items being made in Davy's name include bathing suits, jigsaw puzzles, pajamas, school lunch boxes, guitars. There are also plastic powder horns which some children are filling with mother's face powder.

The most acute Crockett crisis has hit the coonskin market. Raccoon tails used to sell for 2¢ apiece, but with the shrill demand for coonskin hats, the market soared to 8¢, and now it has become an open question which will be exhausted first: the supply of raccoons or the parents who have to buy the caps.



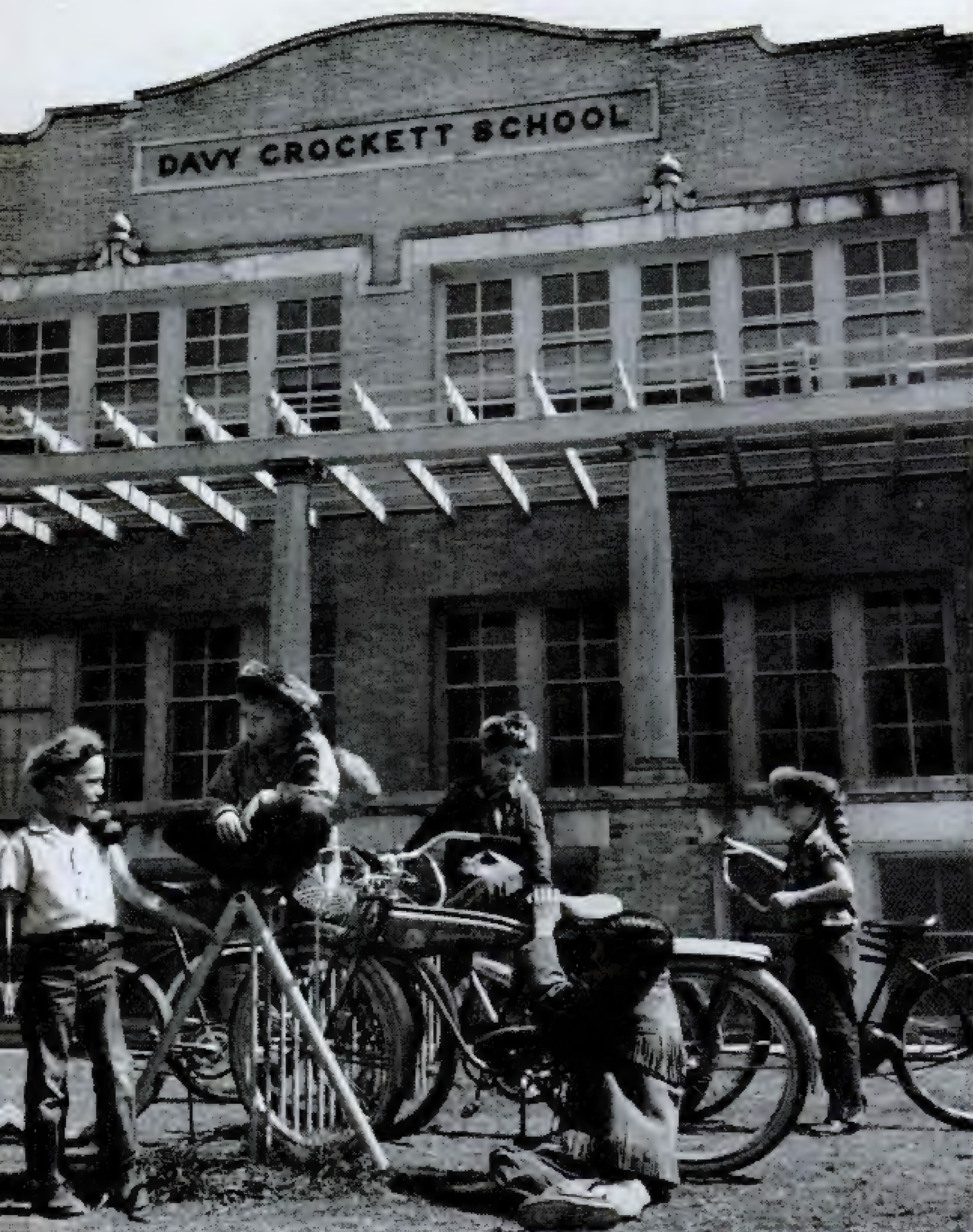
WISHFUL FAN Peter Corbetta, 4, gazes at a buckskinned dummy in Chicago's Carson, Pirie, Scott.



CAREFUL FANS Kathy and Gary Cleveland test new guns before buying in Shillito's in Cincinnati.



DUBIOUS FAN Susan Holley, 3, finally succumbs to hat at Shillito's Davy Crockett Trading Post.

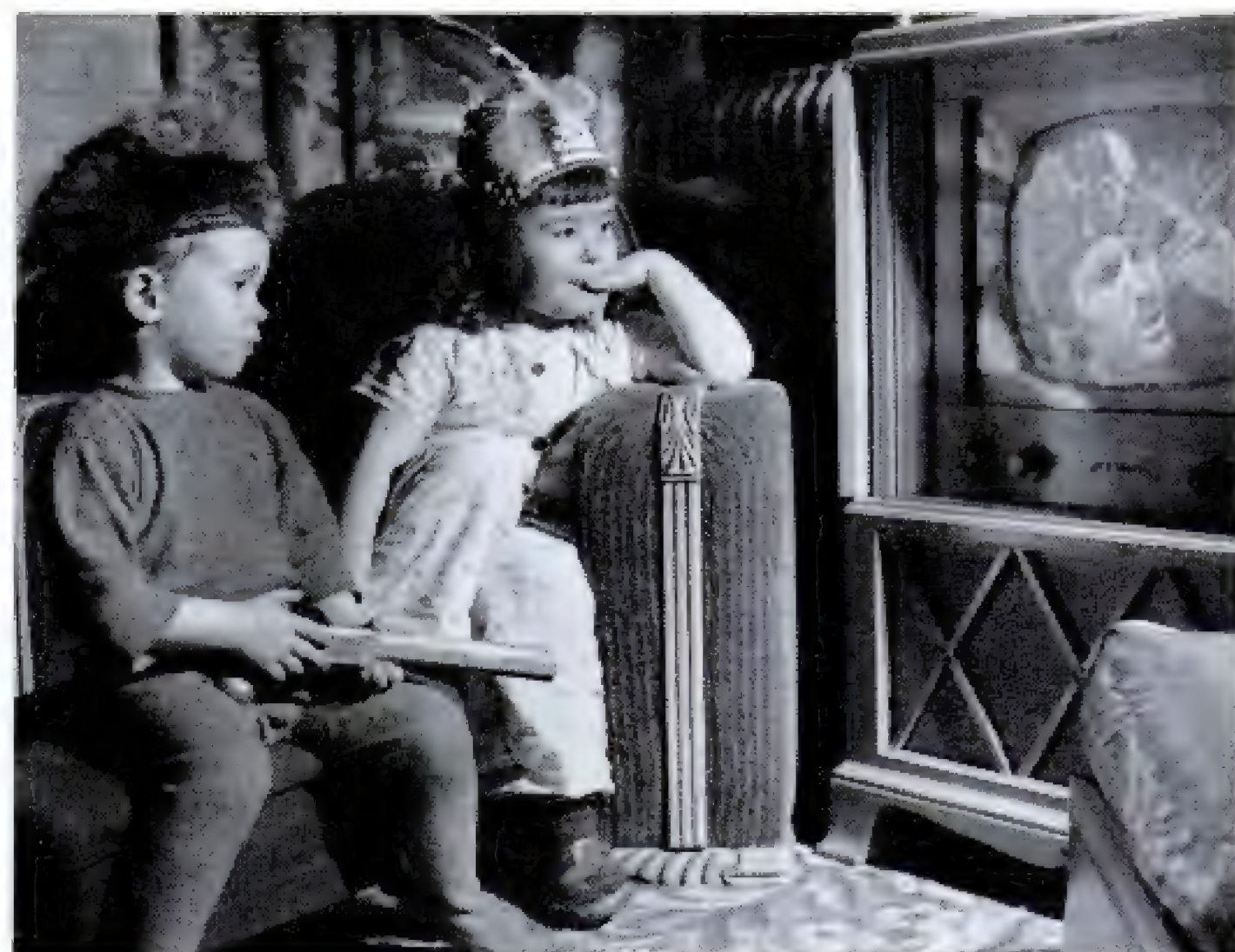


IN TEXAS some boys from Dallas' Davy Crockett elementary school, who are delighted at the sudden fame of their school's namesake, don coonskin hats and mount up. Below, on lawn at Alamo in San Antonio, three kids re-enact one version of Colonel Crockett's death on the spot where it supposedly happened.



Davy Crockett CONTINUED

A SPRING CROP OF CROCKETTS BUSTS OUT ALL OVER



IN CHICAGO well-armed Charles Miller, 2½, and his sister Eleanor, 5½, both long-time Crocketteers, watch the TV Davy Crockett series for the second time.



IN WASHINGTON, D.C. a spring rain fails to abate the fury of a three-man Creek Indian attack on a Crockett-held stockade in a neighborhood backyard.



IN DENVER, do-it-yourself Crocketteers work hard over new-fangled Davy kit containing glittering aluminum particles to be glued on portraits of the hero.



DAVY CROCKETT FALLS AGAIN as the battle of the Alamo is refought in a backyard in Englewood, N.J. Youngsters take turns playing Davy and the wicked

Mexicans who did him in. Their rifles are flintlock models that fire caps. The tagalong 3-year-old at right is a little slow on the draw, but fearless and willing.



HAIL TO THE EX-CHIEF is accorded former President Truman as he stands for speech at dinner honoring Rayburn. Guests on dais, from left, include:

James Farley, Governor George Leader of Pennsylvania, Mrs. W. A. Thomas (Rayburn's sister), Senator Earle Clements, Mrs. Woodrow Wilson, Senator

IF SPRING COMES, CAN 1956 BE FAR BEHIND?

Like a meadow awakened by warm spring rains, the fallow Democratic party burst into green vitality. A week of activity (*below*) was capped in Washington by a dinner where 3,400 party leaders displayed their jauntiest mood since they lost the White House to Dwight D. Eisenhower.

From their very presence in the capital they had ruled for two decades, the Democrats seemed to draw inspiration for 1956. Confidence flowed from last year's election in which the Democrats won control of Congress and 27 of the 48 state governments and from recent victories in local



FUND RAISER, Matt McCloskey, a contractor of Philadelphia, got about \$250,000 from big dinner.



TITULAR PARTY HEAD, Stevenson struggles with collar after attack on Dulles' foreign policy.



DEAN OF SENATE, George of Georgia, meets President at Augusta. Now 77, he plans 1956 race.



Lyndon Johnson, Mrs. Truman, Rayburn, Truman, Toastmaster W. John Kenney, Senator George, Stevenson, Mrs. Franklin D. Roosevelt, Senator Barkley,

National Chairman Butler, Representative John McCormack, Governor Marvin Griffin of Georgia, Mrs. Dorothy Vredenburg, James Carey, Homer Cummings.

elections. But facing them still was the enormous popularity of President Eisenhower. Democratic National Chairman Butler laid down the line to the National Committee: "... pinpoint on the President himself the responsibility for the failure and confusion of his administration."

Harry Truman needed no prompting. Addressing a \$100-a-plate banquet honoring Speaker Sam Rayburn, he slammed the Administration with such phrases as "bare-faced political fraud" and "cynical political behavior." Earlier in the day Lyndon Johnson made scathing reference to

"galloping Grantism" and "creeping McKinleyism." Adlai Stevenson, who had challenged the President's Formosa policy on which most congressional Democrats had given him *carte blanche*, assailed the Republicans for fighting social progress "every inch of the way."

The one gentle note came from the 73-year-old guest of honor himself. Said Speaker of the House Sam Rayburn, "Our hearts go out to President Eisenhower as, in the terrible loneliness that surrounds Presidents, he wrestles with the problems of life and death that confront the nation."



TAMMANY TRIO meets in New York: DeSapio (left), Mayor Wagner, Governor Harriman (right).



OLD FRIENDS, Alben Barkley and Bess Truman, meet at Washington dinner honoring her husband.



OLD CAMPAIGNERS, Truman, Rayburn, get together with ex-Senate Secretary Les Biffle (center).



STRAINED LISTENER, Dr. Jonas Salk (*center*) sits among fellow scientists hearing Francis report.



AIRBORNE REPORT is tossed to the edge of crowd of reporters who struggled to get hold of copies.



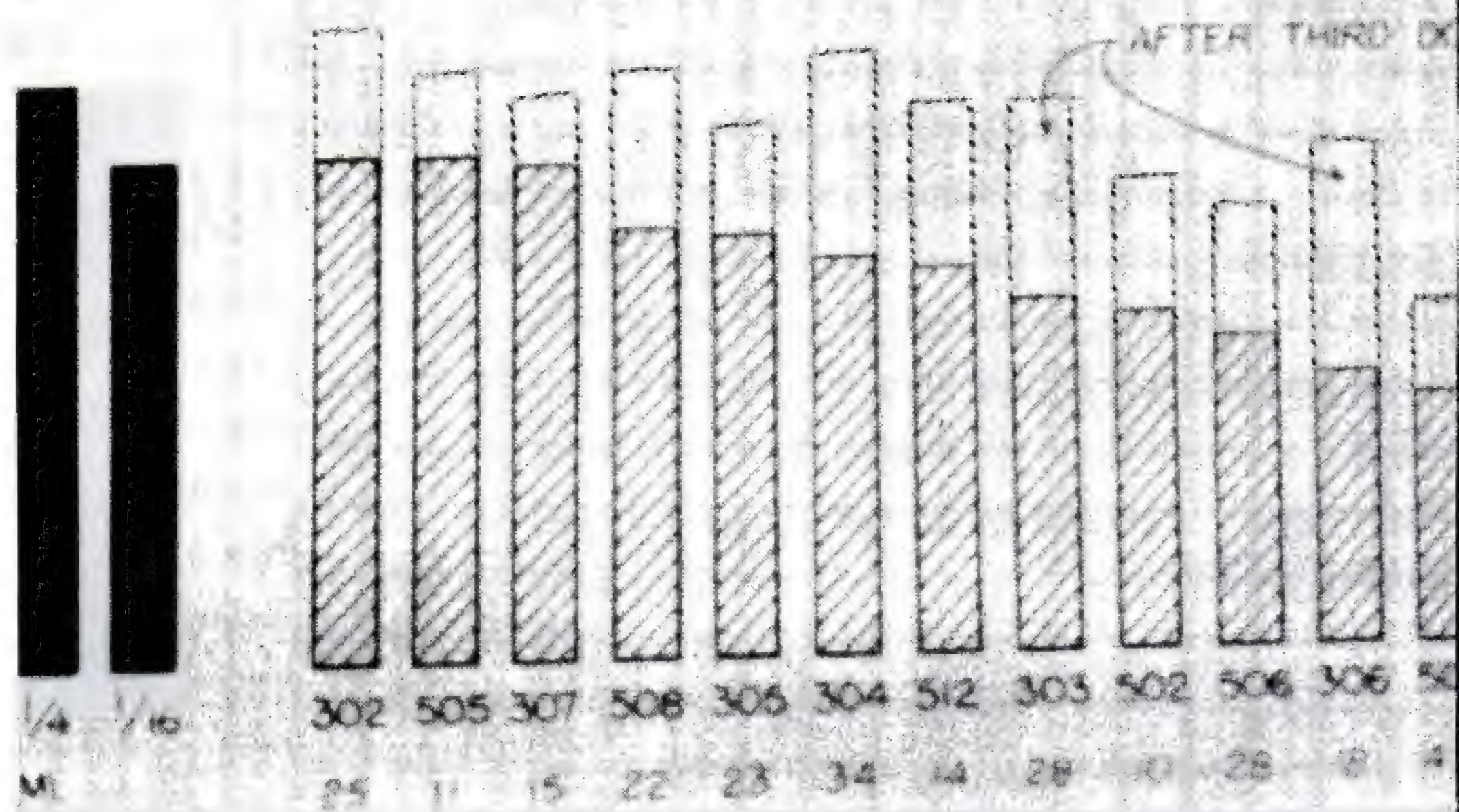
PLEASED SMILE lights up Dr. Salk's face as he waves to a well-wisher. Dr. Francis is beside him.

ANTIBODY ANALYSIS by Dr. Salk uses chart to → prove two vaccine shots will give enough protection.

I ANTIBODY RESPONSE AFTER TWO DOSES OF VA
SUBJECTS WITH NO PRE-ANTIBODY TO ANY, T

REFERENCE
LINE "A"

FIELD TEST
VACCINES



AFTER THIRD DOSE





TV AUDIENCE of doctors watches Dr. Francis over closed circuit at TV station studio in Holdrege, Neb.

CAMPAIGN IS ON with shot (below) for 5-year-old Billy Ryan of Dundee, Ill., whose own mother was

crippled by polio (LIFE, Oct. 6, 1952). His vaccine came from an early shipment by Parke, Davis & Co.

POLIO VACCINE GETS GO-AHEAD

Doctors hear cheering statistics

The great news the U.S. had waited so long to hear came last week: the Salk vaccine prevents crippling polio. Before a gathering of scientists at the University of Michigan, and later before a nationwide TV audience of 52,000 doctors who witnessed a closed-circuit telecast, Dr. Thomas Francis Jr. reported the outcome of last year's mass test of the vaccine.

Although the test had been carried out in 44 states, the most dependable results came from 11 in which 200,745 children received three vaccine shots, and 201,229 got dummy shots to serve as a yardstick for the vaccine's effectiveness. Ten vaccinated and 68 unvaccinated children caught laboratory-confirmed cases of polio. This indicated that the vaccine was more than 80% effective.

Some of the best news came from Dr. Salk himself, who said that in the future vaccine might become nearly 100% effective by altering it chemically and administering the third shot seven months later than the first two, which, he thinks, will give lasting protection.

This discovery was particularly welcome because it means that the present supply of vaccine can be stretched to serve half again as many children (each getting two shots) as under the original three-shot plan. A third shot will be given later in the year, however.

Public health officials are still worried that drug companies may be unable to supply future demands. Last week President Eisenhower ordered Secretary Oveta Culp Hobby to find a way to make sure the vaccine is fairly distributed. But as the first children rolled up their sleeves for the needle (right), the mass vaccination against polio was off to an early start.



A LOOK AT THE WORLD'S WEEK



VICE PRESIDENT'S COMEBACK FROM A DAMPENING EXPERIENCE

Putting through the Florida Everglades in an outboard Vice President Nixon got his first fishing lesson, the soggiest known to officialdom. Nixon's party, including James Shepley, chief of TIME and LIFE's Washington Bureau, nosed into a tree-lined creek and the Vice President made

his first cast but fouled his line. Then, as his aim improved, Nixon grew more enthusiastic, flicked his rod too hard and snagged a mangrove. Stretching for his lure, Nixon toppled into the creek. As he clambered back aboard, Shepley took a picture of the ardent angler's damp debut.



THE KREMLIN COURTS AN AUSTRIAN

After the West had failed for six years to get the Soviet signature on a Big Four treaty ending Austria's occupation, Austrian Chancellor Julius Raab (*above, right*) last week went to Moscow himself and found Molotov openly courting him. After a friendly welcome at the airport, Molotov told Raab the Soviets would sign the treaty on surprisingly favorable terms and wanted a Big Four parley to finish the pact. Raab, in turn, promised that Austria would stay independent of East and West. There was a good reason for the Soviet turnabout: Molotov hoped to stir up European sentiment for an Austrian-style neutralization of Germany which would halt West German rearmament.

U.N. HUDDLE AT A U.N. LANDMARK

Standing near San Francisco's opera house, the U.N.'s birthplace, Senators Knowland and Sparkman reviewed a long day. Winding up a Senate Foreign Relations Committee survey of grass-roots opinion on proposed revisions of the U.N. charter, they listened from 10 in the morning to 7 at night as some 60 Californians read five-minute statements of their positions.





WORLD'S WEEK CONTINUED



BIG MOMENT FOR BIG RASPBERRY

It was a big day for Kansas City, and a big crowd lined the streets to cheer the big heroes, the big league Athletics who had come to play there instead of in apathetic Philadelphia. As Photographer Charles Campbell took pictures of the crowd, it was an irresistible chance for a small boy to step up and show off the biggest raspberry in town. Excited by the big welcome, the A's went out the next day, won the big one, 6 to 2.

A RESCUE WITH A SAD ENDING

Whirring above the British seaside resort of Worthing, a navy helicopter four times put out to a sinking sloop and returned to shore. Each trip it brought to safety one of the passengers—two women and two children—the sloop had carried. Police and vacationers rushed to assist and then, with the rescue over, tragedy came unexpectedly. As a spectator stood by to see if he could help, the helicopter's tail rotor struck and killed him.



A RARE VIEW OF A VORACIOUS KILLER

Roaming the oceans of the world armed with some four dozen outsized teeth, vicious killer whales will take on nearly anything that swims, sometimes attacking huge baleen whales and tearing at their tongues. Fast and wily, they have rarely been photographed. But last week, a big

28-foot killer surfaced just off Stanford University's Hopkins Marine Station. On shore was an alert research assistant, who made this picture of the whale which clearly showed its blow hole and water streaming off its five-foot-high dorsal fin. Then the killer dove and swam out to sea.

The kind you get in the best oyster houses

Campbell's frozen

OYSTER STEW



Real oyster stew—with choice
Eastern oysters, butter and milk.
One of the new soups Campbell's can
now bring to you—thanks to freezing.

This is the kind of Oyster Stew that any
master of the soup-making art would envy.
Rich and ready for your spoon.

That goes for all the new Campbell's Frozen
Soups. Old-fashioned, slow-simmered Green
Pea with Ham. Cream of Shrimp, the most
elegant of soups. Cream of Potato, truly the
potato glorified. And Fish Chowder, a "shore"
dinner made the real New England way.

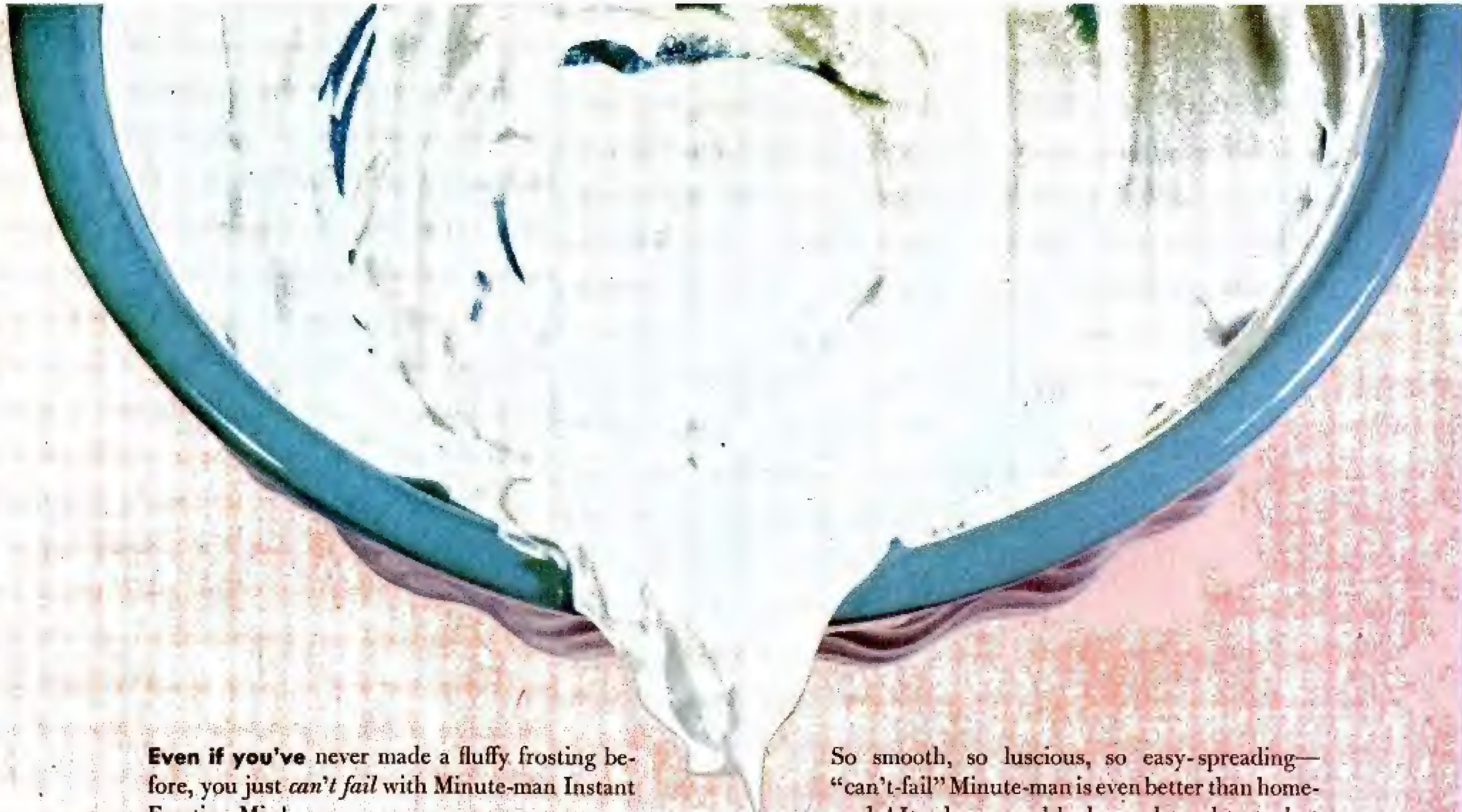
Every one a soup so special that only freez-
ing can capture and hold its delicate flavor.
Every one now yours just by reaching in your
grocer's freezer. Campbell's Frozen Soups.

OYSTER STEW • GREEN PEA with HAM
CREAM of SHRIMP • CREAM of POTATO
FISH CHOWDER

(Fish Chowder at present available only in Eastern U. S.)

*Now in your
grocer's freezer!*





Even if you've never made a fluffy frosting before, you just *can't fail* with Minute-man Instant Frosting Mix!

No cooking! Just add to cold water and beat. Presto! You've got all the frosting you need—and more—for two big 9-inch layers.

So smooth, so luscious, so easy-spreading—"can't-fail" Minute-man is even better than home-made! Its glossy good looks, and good taste, last as long as the cake.

Minute-man won't get sugary, won't soak into the layers. Buy a box *today!*



Proudly presented by General Foods, creators of Minute Rice, Jell-O Instant Puddings and Instant Maxwell House Coffee

NEW FROSTING SENSATION!

MAKES "CAN'T FAIL" **FLUFFY** FROSTING WITHOUT COOKING!



NO COOKING!
NOTHING TO BOIL. JUST ADD
TO COLD WATER AND BEAT!

FOOLPROOF!
TURNS OUT PERFECT EVERY TIME
—AND STAYS PERFECT!

BETTER THAN HOMEMADE!
ALWAYS SMOOTH AND FLUFFY.
DOESN'T GET "SUGARY"
WON'T SOAK INTO CAKE!

FRANCES BARTON
Consumer Service Department
General Foods Corporation





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GREAT NAMES MAKE NO NEWS at the Sheraton-Blackstone in Chicago. Fabulous figures in government, finance, society are regular guests. If you, too, like a feeling of privacy—an international cuisine—downtown convenience and Lake Shore view—you'll find it here. The Sheraton-Blackstone (formerly the Blackstone) joins the Sheraton Hotel in offering truly fine service in Chicago. No room charge for children under 14 in any Sheraton except New York.

Call your nearest Sheraton for fast, free Teletype reservations.

SHERATON *the proudest name in* **HOTELS**

WORLD TRADE OUR TRUE INTEREST IS IN MORE

The cornerstone of the President's foreign economic policy is HR 1, which mildly increases his power to negotiate limited tariff cuts and otherwise liberalize U.S. trade. HR 1 is due this week on the floor of the Senate, where lobbyists for protection-minded industries—from coal to glass marbles—will try to amend it to death. In the House the protectionists came within a single vote—193 to 192—of laying out HR 1 for burial. It was the closest congressional vote since the extension of the draft—203 to 202—five months before Pearl Harbor. Democracy certainly does skid around some important curves.

The 1941 opponents of the draft look pretty silly now, and the 1955 opponents of HR 1 are going to look pretty silly a few years hence. As the draft was the least we could do for our national preparedness in 1941, the President's trade program is about the least we can do now for our national economic future and our whole way of life.

The U.S. has two big national reasons to expand foreign trade. The first is economic: it puts our own and our allies' resources to fuller and more efficient use. We thereby raise our over-all standard of living, keep our rate of industrial growth abreast of Russia's and ensure U.S. industry continuing access to the world's cheapest raw materials, which are less and less to be found in our own soil.

The second reason is that our free enterprise system needs the favorable trading climate HR 1 will help create. Communism is not the only menace to free enterprise. It is also being sapped by the sucker-growth of statist controls and bureaucratic socialism *within* the free world, which have been hindering international trade ever since the 1930s. The French, for example, have for a generation or more insulated their economy against foreign competition by quotas, export subsidies and other devices borrowed from the Nazi genius,

Hjalmar Schacht. The result: an all but chronic stagnation which has recently caused economists to call France, the richest land in Europe, an "underdeveloped country!"

But along with these Schachtian controls (mostly aimed against the U.S.), every country we trade with has its reasonable and enterprising businessmen, economists and public servants who know that competition and free enterprise are the life of trade and are trying to revive them. A group of such men, from 34 nations, worked like beavers all winter in Geneva on an agreement to this end. The agreement, setting up an Organization for Trade Cooperation, was sent to Congress by the President last week as an essential part of his trade program. In the negotiations preceding this treaty we persuaded the Europeans to drop a lot of their discriminatory restrictions against us. The OTC is the best way to hold these mutual gains and prevent backsliding to the anarchy of trade wars abroad and stricter government controls at home.

Other countries will go no further toward trade liberalization than U.S. leadership makes them go. This is not because they are perversely wedded to socialism and stagnation but because the U.S. is so dominant in world markets that we automatically set the pattern for the rest. Just as Europeans cower behind their quotas and exchange controls, so some U.S. industries cower behind quotas and obsolete tariffs.

The economic cowards are transatlantic partners in obstruction.

The American protectionist is the ally of the European socialist.

The President's trade bill and the OTC are a careful attempt to bust up this disastrous combination. If the U.S. still believes in free enterprise and the prosperity it can bring to the world, these measures will pass.

IMMIGRATION THE REAL ISSUE IS AN EVIL LAW

In scores of drab detention camps all over free Europe are thousands of men without a country. They have no home, no haven and (so it has begun to seem to most of them) no hope. They are refugees, many of them displaced by the upheavals of World War II; others, victims of the cold war, are escapees who fled their homes behind the Iron Curtain rather than live in slavery. Many of them did so in the belief that they could find refuge in the U.S.A. after passage of the 1953 Refugee Relief Act which authorized the admission of 214,000 refugees.

How false that hope has so far been has just been emphasized by the peremptory dismissal of Edward Corsi, the Secretary of State's special assistant on refugee problems, only three months after he took the assignment. Corsi, who built a fine reputation in his long career as U.S. immigration commissioner and as Governor Dewey's labor commissioner in New York, claims he was fired because he was trying to do something about these refugees. Dulles says he was fired for trying to circumvent the restrictive features of the law. Whether Corsi or Dulles is right is not really the issue. The real issue is the Refugee Relief Act, which President Eisenhower called "a new chance in life [for] 214,000 fellow humans." It has not worked.

The law was booby-trapped from the start. It requires the act to be run by the State Department's security administrator. This is Scott McLeod, a pleasant but unimaginative flatfoot. The law itself is so full of restrictions that McLeod cannot be entirely blamed for the fact that, after 20 months, only 158 escapees and about 1,000 refugees have managed

to qualify. But certainly he is no man to speed things up.

One of the chief obstacles keeping refugees out is the requirement that each individual must have an individual American sponsor who guarantees a home and a job. Few Americans are willing to guarantee shelter and employment for people they have never seen. Under the old Displaced Persons Act groups such as churches and unions could give blanket guarantees to a specific number. Moreover, the law makes each refugee give a detailed account of his last two years, requiring proof which escapees seldom have and certainly cannot go back to get. Most people have to spend nearly two years in a detention camp just in order to acquire this history. As a consequence of all this the Refugee Act, instead of being a testament to American compassion, has become a sardonic travesty. Says one anti-Communist Albanian escapee, waiting hopelessly in an Italian camp, "It would be better if America did not have the law. First you raise our hopes and then you don't live up to it."

The Corsi controversy will serve a useful purpose if it succeeds in showing up the true nature of this McLeod cuckoo-land. If Dulles has damaged the Republican party by firing Corsi, President Eisenhower can do it a great service by putting his prestige and support behind the best features of the several amendments now in the congressional hopper to eliminate the worst discriminations of the Refugee Act. In the meantime the best service Eisenhower can pay the existing Refugee Act, as it is, would be to put it in sympathetic hands. That would mean firing Scott McLeod as security administrator, and that would be no great loss.



ACTUAL STROBOSCOPIC PHOTOGRAPH SHOWS "IMPAC" CASE SURVIVING FALL ON HARD FLAGSTONE TERRACE.

NOW — PORTABLES WITH NON-BREAKABLE

At last—a portable whose case won't crack, chip, dent or split! This "IMPAC" case is so rugged it's GUARANTEED for five years!

Now say goodbye to case-damage—to cracks, dents, chips and splits that retire many a portable long before its time. Here's a portable you'll never have to baby—an RCA Victor in its amazingly rugged "IMPAC" case!

ONLY RCA VICTOR HAS THE "IMPAC" CASE—and it's so tough, it's guaranteed for *five years* in normal use! In fact, it can take far more punishment than you're ever likely to give it. Suppose you accidentally drop your portable. Or whack it...kick it...smack it. You might break a tube, or jar something loose—but you can *fix* things like that. The

"IMPAC" case itself would come through unharmed. Here's one portable that will always *look as good as it sounds!*

PRICED FROM ONLY \$27.95 TO \$49.95. Take your choice of five great RCA Victor models—battery-powered or "three-way"—in assorted colors of handsome, rugged "IMPAC." Performance? Exceptional! Just listen...the tone will tell you it's an RCA Victor, a portable you can depend on for superb listening wherever you go. So see and hear "the portable in the carefree case"—at your RCA Victor dealer's!

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



All prices less batteries. Suggested Eastern list prices shown, subject to change without notice.



Room-size tone from a book-size portable! Battery-operated. Sensitive speaker; antenna. In two-tone gray non-breakable "Impac" case. The Deluxe "Personal." Model 6B5. **\$27.95.**

Plays three ways! Highly selective, powerful chassis... "Golden Throat" tone. In two-tone gray, or green, non-breakable "Impac" case. The Sportsman. Model 6BX8. **\$39.95.**



Compact three-way portable — operates on batteries, AC or DC current. Power-plus to pull in distant stations. Famous "Golden Throat" tone! In green, gray or ivory non-breakable "Impac" case. The Skyway. Model 6BX6. **\$33.95.**

Compact three-way portable — only 6" high! Powered to pull in distant stations. Smartly styled. Unique flip-up, tilt-back tuning dial. In light green or gray non-breakable "Impac" case. The new 3-way "Personal." Model 6BX41. **\$49.95.**



Exceptionally sensitive and selective three-way portable! Features easy slide-rule tuning and "Golden Throat" tone. Smartly styled in light gray non-breakable "Impac" case. The new "Globe Trotter." Model 6BX63. **\$49.95.**



CASES BY RCA VICTOR

TWO REAL ECONOMY BUYS IN POLYSTYRENE



Lowest priced RCA Victor portable. Battery-operated. Room-size volume. In red or white polystyrene case. The new "Personal." Model 6B4. **\$24.95.**



Lowest priced 3-way RCA Victor portable. Power-plus. Has "Golden Throat" tone. In compact red polystyrene case. The Wayfarer. Model 6BX5. **\$29.95.**

AND DON'T FAIL TO SEE the Yachtsman. Model 3BX51. \$34.95. And the 7-band Strato-World. Genuine cowhide, plastic ends. Model 3BX671. \$139.95.

Insist on RCA Batteries. They're radio-engineered for extra listening hours.



BATHED IN LIGHT NEAR HIS TENT, DISK JOCKEY LES DAVIS PERCHES ON TOP OF MOVIE SCREEN SHOWING A SCOWLING BABY IN A SCENE FROM "BATTLE CRY"



IN HIGH TENT Davis scrubs up. He still conducts his daily four-hour show, wearing headphones to listen to the records which are being played at the studio.

DRIVE-IN SITATHON

Disk jockey becomes a 'personality' on screen

For a few flickering moments last week a man named Les Davis looked as if he had taken on the job of baby sitting for a giant. A disk jockey, Davis had disappeared after his show on station WWCO near Waterbury, Conn. and was heard of next, 24 hours later, seated astride the top of the 88-foot screen at Pine Drive-In Theater. His boss, rushing out to fire him, found Davis had method in his madness. Shouting down from his aerie, he explained he was making a "personality" of himself for WWCO's benefit.

Transmitting equipment was hauled up for broadcasting. Although fans have supplied a tent, hot plate and other essentials for a three-week encampment, Davis' wife has been less understanding. When he phoned her to tell her where he was, she said, "You ought to be committed."

new kind of power mower "vacuum cleans" your lawn

Finished lawn has a velvety swept up look!



Cuts smoother, faster, cleaner! Duo-Trim's unique vacuum action cuts smoother, chops grass finer, sprays it wider, *into* the lawn, for a velvety "Vacuum Cleaned" look, with no unsightly streaks. *You never had it so easy!* Easy to push. No "U-turns" with Duo-Trim *reversible* handle. Simply cut back and forth. So easy to start! Automatic rewind starter on every model, no extra cost! So safe—no foot level openings. 5 easy-set cutting heights from $\frac{3}{4}$ inch to 3 inches.



Saves clipping chores! Trim right up to fences, flower beds, driveway, house. Wider-tread tires minimize tire marks. *Cuts high weeds, too!* Makes it possible to reclaim unsightly overgrown areas. Leaves no dandelion stems or shoots on lawn.



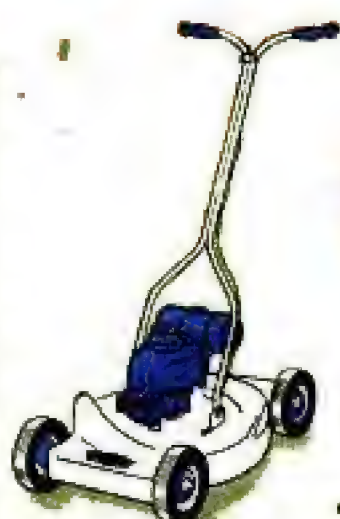
Not just a mower . . . mulches leaves in fall, too! Duo-Trim is an all-purpose lawn tool for large or small lawns. Next fall, forget leaf raking! Duo-Trim chops leaves fine, sprays them *into* the lawn—without extra-cost attachments!

IT'S THE NEW **DUO-TRIM** FOR LARGE AND SMALL LAWNS



A complete line of deluxe Rotary models 18" and 21", 1.6 and 2.5 hp. 2-cycle, 4-cycle engines from \$89.95*

Duo-Trim Reel for fine care of the finest lawns. Keeps luxuriant lawns velvet smooth. Exclusive "Feather-Touch" positive action clutch for perfect mower control. 18 or 21 inch models. 4-cycle engine. Self-propelled. Ask your dealer for a home demonstration.



DUO-THERM

Division of Motor Wheel Corp.,
Lansing 3, Michigan

*Suggested retail price. Prices slightly higher in West and Canada. Low down payment, easy terms at most Duo-Therm dealers.

SEE YOUR DEALER OR MAIL COUPON TODAY!

Duo-Therm Division, Motor Wheel Corp.
Dept. L3, Lansing 3, Michigan

Please rush me free, full information on the Duo-Trim
Rotary _____ Reel _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Manufacturers of Duo-Trim Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators

Duo-Trim and Duo-Therm are registered trade marks of the Motor Wheel Corp., Copyright 1955

IMPORTANT CAKE MIX DISCOVERY

Crystals made from real Oranges

ARE RIGHT IN THE MIX

New fresh fruit flavor in a cake...

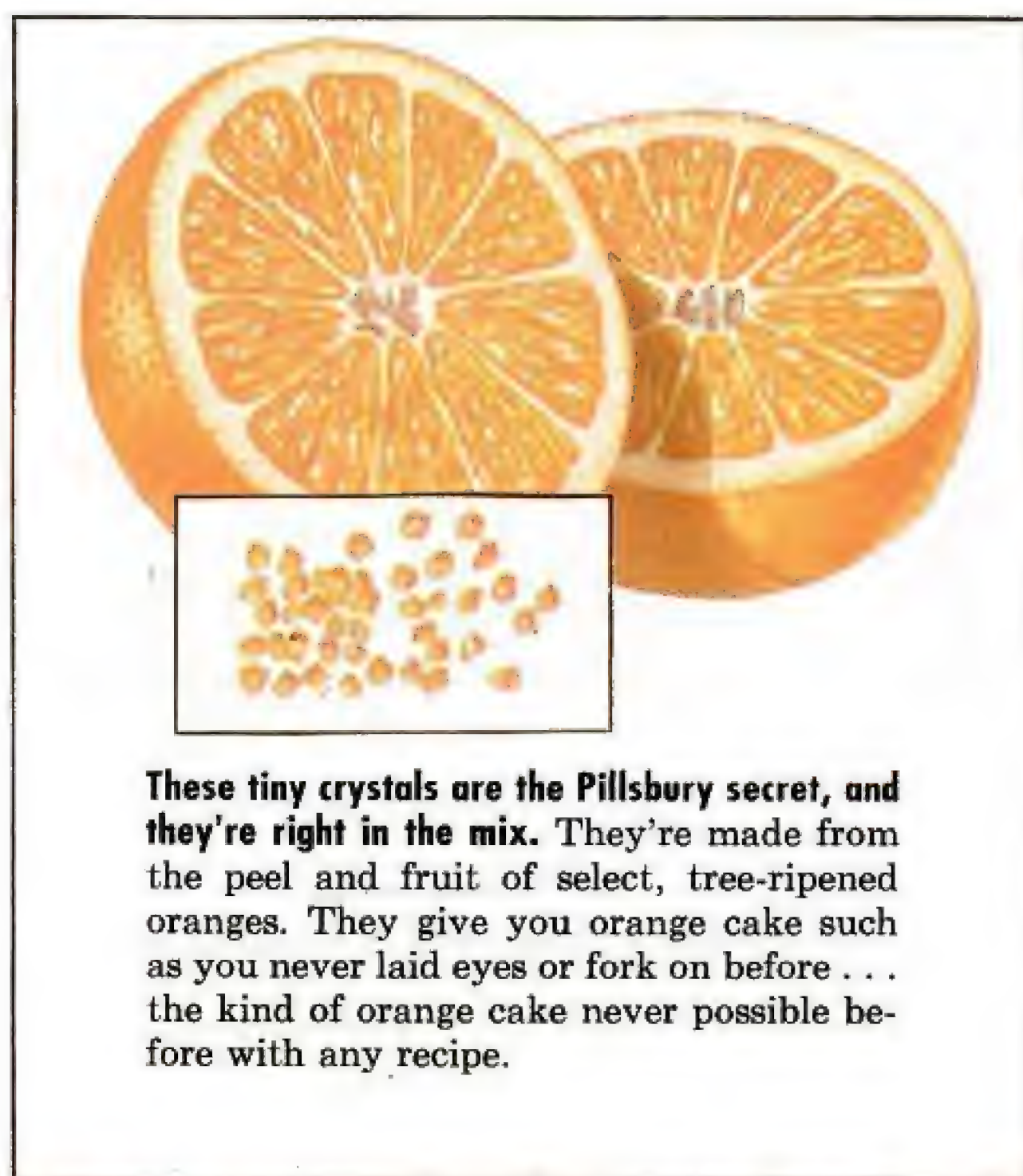
**New kind of cake never possible
before by any method.**

You don't have to grate a single rind or squeeze a single orange—yet you get real fresh orange flavor in every bite because the crystals made from real oranges are right in the mix.

As wonderful in looks and texture as it is in taste, too. High, moist and light—and you don't have to add a single egg. Like all Pillsbury Cake Mixes, the country-fresh eggs are right in the mix. Milk is *all* you add.

You couldn't do a nicer thing for your family. New Pillsbury Orange Cake Mix, now at your grocer's.

***Country-fresh eggs are right in
the mix, too. Milk is all you add***



These tiny crystals are the Pillsbury secret, and they're right in the mix. They're made from the peel and fruit of select, tree-ripened oranges. They give you orange cake such as you never laid eyes or fork on before . . . the kind of orange cake never possible before with any recipe.



NEW

Pillsbury ORANGE Cake Mix



*Now there are 6
Great Pillsbury flavors!*

WHITE • CHOCOLATE FUDGE
GOLDEN YELLOW • OLD-FASHIONED SPICE
ANGEL FOOD • and the NEW ORANGE

NEW IDEA!



Good Seasons Salad Dressing Mix

A famous chef put his secret blend of rare herbs and spices into envelopes – named it Good Seasons Mix. You add your own vinegar and oil and you get the finest salad dressing you ever tasted.

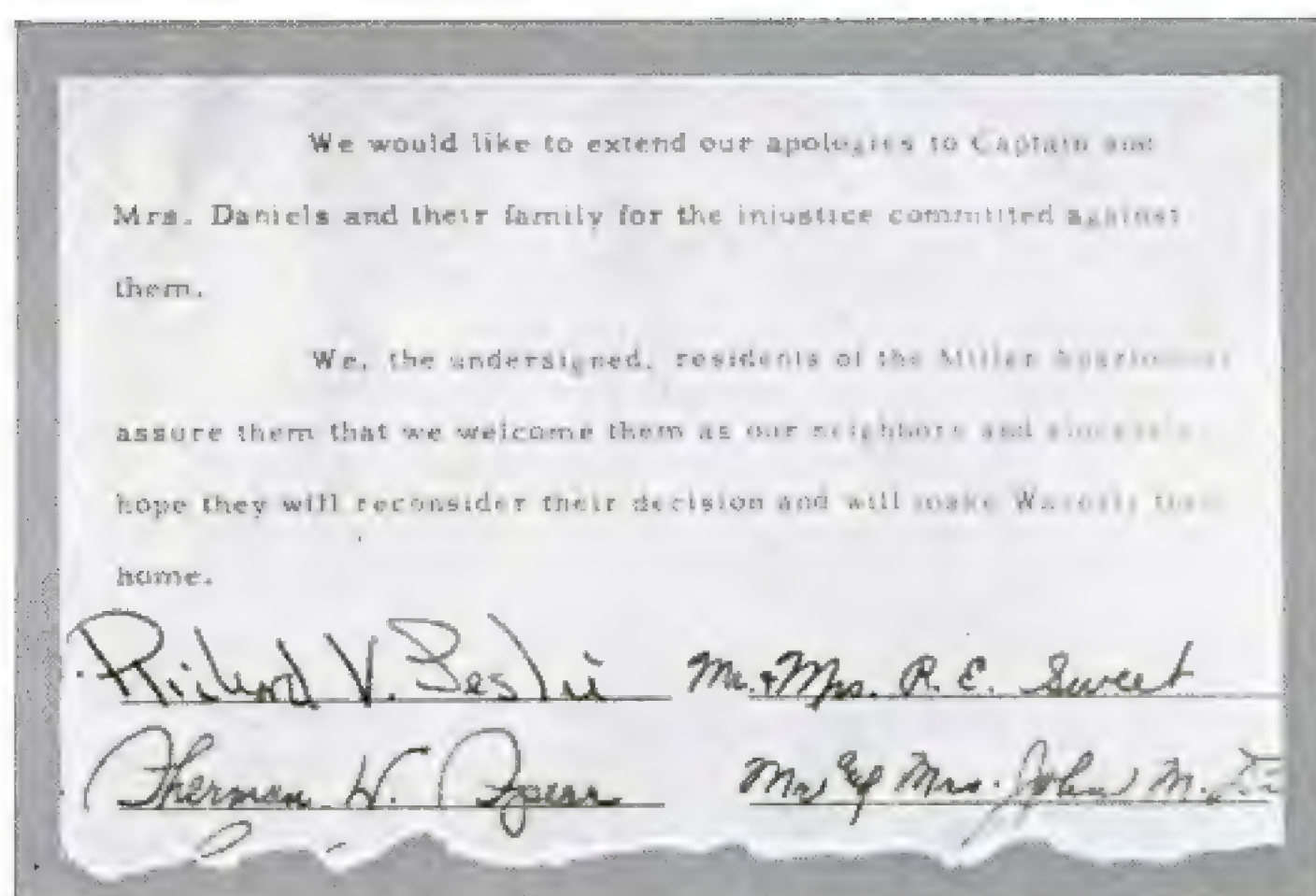
You'll want to try all five mixes, each makes a half pint in seconds – Old Fashion French, California French, Old Fashion Garlic, Exotic Herbs and Bleu Cheese.

SPECIAL INTRODUCTORY KIT. This Self-Measuring Bottle, 2 different Good Seasons Salad Dressing Mixes and a salad recipe booklet are waiting for you at your food store for only 39c.



FINE NEW PRODUCT OF GENERAL FOODS

TOWN WINS AN AWARD FOR AN APOLOGY



APOLOGY to the Daniels family was signed by a majority of tenants in Waverly apartment where objections against admitting Negro tenants were first made by a few.

WELCOME CAKE to Daniels as new residents came from neighbors. Here Daniels cuts, his wife serves. Mrs. Sherman Spear (left) is wife of man who initiated apology.

AWARD TO TOWN by the Fund for the Republic is given at a special ceremony to Sherman Spear (center) by Paul G. Hoffman, the organization's board chairman.

Waverly, Iowa takes care of case of prejudice

When Captain Virgil A. Daniels, a 12-year man in the Air Force, was assigned to a radar station near Waverly, Iowa (pop. 5,124), he blissfully assured his wife Inez that "this is our little town." But it seemed he was wrong. The Danielses were asked not to move into an apartment they had rented because three tenants in the house threatened to leave if Negroes came in. Daniels, a brother of Singer Billy Daniels, quietly withdrew.

But Waverly refused to be quiet about this act of prejudice. A letter of protest was published in the local newspaper. One of the apartment tenants arranged a ceremony at which the Danielses were presented with a framed apology and an offer of an apartment in the building. This last proved unnecessary for the Danielses decided to rent a house in town.

On hearing of Waverly's action, the Fund for the Republic, which promotes the protection of civil liberties, awarded the town \$10,000 for giving "life and meaning to our Constitution and Bill of Rights." The town appreciates the honor and the money. But, as Mayor Willard Osincup said, "It seems a little like we're being paid for believing in God."



Save money

DEVOE

201ST Anniversary

***Which
type
is your
house?***



If your house is as large as this, cut repainting time and costs practically **in half** with

Devoe Wonder 1-Coat House Paint — the premium ONE-COAT paint. Nothing can beat it for 1) tremendous hiding power; 2) dazzling beauty; 3) long life. Thousands of owners all over the country have given

their homes 2-coat beauty and protection in just *one* coat—thanks to Wonder 1-Coat. It's far superior to ordinary paints; yet costs only slightly more. In White, Plymouth Gray, Yorktown Yellow, Jamestown Red.

Whichever it is, your helpful Devoe dealer has the right quality paint at the right price — **plus** this big professional brush — regularly ~~\$5.50~~
now only **\$2.19**

With your purchase of 4 gallons or more of any Devoe exterior paint, receive "The 550"—big professional-type brush *at less than half price!* Long-wearing Tynex Nylon bristles; 4-inch-wide brush; beautiful walnut-finish gunstock handle. Its professional size holds a tremendous amount of paint to speed up your work.

DEVOE PAINT—AT BETTER PAINT DEALERS EVERYWHERE

Since the days of George Washington... America's oldest and most experienced paint maker.

1754

1955



**DEVOE
PAINT**

House Paint Sale



If you're looking for a real **budget** buy, save with this ~~\$6.05~~ paint now only **\$4.95** A GALLON

Devoe Triple Cover House Paint is the paint professional painters use. High titanium content makes it a brilliant long-lasting white.

The undercoat provides a firm base for a second coat where needed. Now, at \$1.10 off on every gallon, Triple Cover is a bigger bargain than ever. Your helpful Devoe dealer can help estimate how much you need. Better hurry—sale price is for limited time only.



If you'd like a wide choice of exciting new **colors**, save with

Devoe All-Weather House Paint. You save when you put it on—with more "mileage" from every gallon. You save over the years—it lasts longer than ordinary paints. New colors are the easiest way to renew your home. And, your helpful Devoe dealer now has the largest assortment of house paint colors in years.

Devoe spells quality with every brush stroke

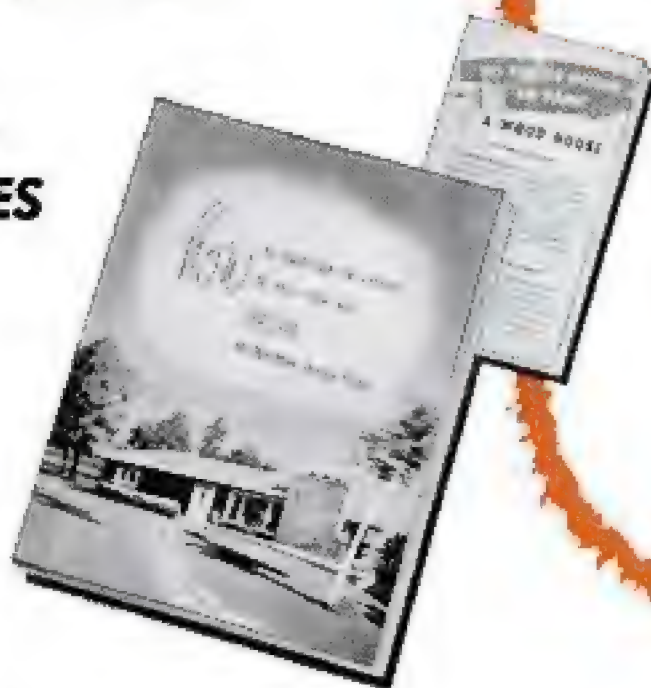
Quality in any product is something that doesn't just happen overnight. Quality must be the result of years of experience and research.

Devoe QUALITY is based on 201 years of experience, the longest of any paint manufacturer. That's why it pays to choose Devoe paints when you're protecting your biggest investment—your home. Your Devoe dealer is ideally suited to help you. He has the right QUALITY paint for any job.

So save time and money right from the start—start at your Devoe dealer's. (Listed in the yellow pages of your Telephone Book.)

FREE PAINTING & COLOR GUIDES

"How To Color-Style Your House." Latest color combinations with ALL-WEATHER House Paint. It has scores of Color chips. Also free—"So You're Going To Paint Your House." Money-saving, time-saving tips. At your Devoe dealer.



If your house is **stucco** or **brick**, save with

Devoe masonry paints. Exclusive formula provides a tough weather-resistant finish that won't peel. You save time and money with ease of application, get years of beauty and protection.

Your helpful Devoe Dealer will also show you the best paints for house trim, shutters, porch floors—no matter what type house you have. See him today.



A quality Devoe Paint for every job

Devoe & Reynolds Company, Inc., Louisville, Kentucky.

Things you need to know before you buy a mattress

Facts for mattress buyers which may lead them to buy the Englander Airfoam* Red-Line** Ensemble

A good mattress ought to last you at least 20 years—7,300 nights, plus a few extras for Leap Years.

A so-called "expensive" mattress will often cost far less in the long run than the one labeled "bargain":

The secret of a good night's sleep is a mattress that keeps your spine level all night long—regardless of how unevenly your weight is distributed.



Any amount of money you spend for a mattress is a lot of money to you. (Maybe you even wish people were like horses and could sleep standing up.)

If you are going to buy wisely, you need to know as much as possible about mattresses before you lay your money on the line.

We think we are just the people who can help you. Here at Englander, we make not just one type of mattress, but all types—and not just at one price, but in all price ranges. We build quality and value into all our mattresses, and we have been doing it for 60 years.

We pioneered and developed the foam latex mattress and foundation, which, to our way of thinking, is your "best buy" in mattresses today. It is a tremendous value because it sleeps you so well and lasts you so long.

That is why we have written this ad. By the time you finish reading it, we hope you will have decided to buy, or at least look at, an Englander Airfoam Red-Line Ensemble. But whether you do or not, we guarantee you'll know a lot more about mattresses and get a lot more for your money when you buy.

Why do some mattresses sleep you better than others?

You know some mattresses give you better sleep than others—but why?

The secret of a good night's sleep is a mattress that keeps your spine level, regardless of how unevenly your weight is distributed or how you stretch and turn in your sleep to relax tired muscles.

The Englander ensemble knows that secret better than any other mattress. You get more benefit from the hours you sleep. It's easier to get up in the morning, easier to keep going all day. Here's why.



What is Airfoam?

Airfoam is the commercial name for foam latex by Goodyear, the greatest name in rubber.

Only Englander makes mattresses of Airfoam.

The Englander Airfoam Mattress is a pure white cushion of millions of air bubbles, trapped in tiny latex cells. Airfoam is denser, firmer, with more cells to the cubic inch. Cushions your body for comfort, conforms to every contour, supports every muscle.

It sleeps you cool on the warmest night. It is odorless, constantly ventilates itself with fresh air.

A boon to allergy sufferers, it has no dust or lint.

While some mattresses start getting old as soon as you lie down on them, Airfoam never lumps, never humps, never even needs turning. There is no "roll-to-the-middle" in the double-bed size.

What is the Red-Line Foundation?



A good foundation is part of a good mattress. They are made for each other, work with each other.

The "Red-Line Foundation" was specifically developed by Englander to give the firm support doctors recommend for healthful sleep.

Spring coils are not tied together at top or bottom. They are held at the center by strong, flexible ribbons of steel. Each coil acts independently. This exclusive Englander principle eliminates sagging.

How do mattress and foundation work together?

An Englander Airfoam Mattress combined with Englander's exclusive Red-Line Foundation gives you comfort three layers deep. (1) The bottom layer of springs gives firm support. (2) The upper spring layer (above the Red-Line) yields to body movements and weight, while (3) the Airfoam mattress cushions your body, yielding only to its contours.

All three layers combine to keep your spine level—and, as we said, that's the secret of a good night's sleep!

What about the ticking?

Even the ticking is special, beautiful and durable, yet allowing the mattress to "breathe" freely. Ticking is held in place with inner taping, will never shift or turn. Edges stay straight and true.

In fact, twenty years from now, this mattress will make up just as smooth, look just as inviting, and give you the same good sleep as it did the first night you had it.

How much does an Englander cost?

The famous Englander mattress of Airfoam by Goodyear sells for \$79.75. Englander's exclusive Red-Line Foundation sells for \$69.75. Together at \$149.50, they give you far more value than any other combination.

When used together, they are *guaranteed* against structural defects for 20 years.

For about two cents a night, you can get all the advantages of this Englander ensemble and sleep better than you ever dreamed you could.

All we ask is a chance to prove it. Leading furniture and department stores will deliver an Englander ensemble to your home for a 30-day home trial—*free!*

Why don't you take us up on it? Start sleeping—on an Englander Airfoam Red-Line Ensemble—tonight!

No matter how you sleep, you'll sleep better on an Englander



Englander

THE FINEST NAME IN SLEEP



Airfoam
MADE ONLY BY
GOODYEAR
THE WORLD'S FINEST CUSHIONING

*Airfoam—T. M. The Goodyear Tire & Rubber Co.
**Red-Line—T. M. The Englander Company, Inc.
© 1955 The Englander Company, Inc., Chicago



DESIGNER W. TOLLES TESTS TWO CELLS ON CYTOANALYZER. AT TOP LEFT, IN GREEN, IS CELLS' IMAGE. SIZE AND DENSITY OF NUCLEI SHOW IN BLUE BELOW

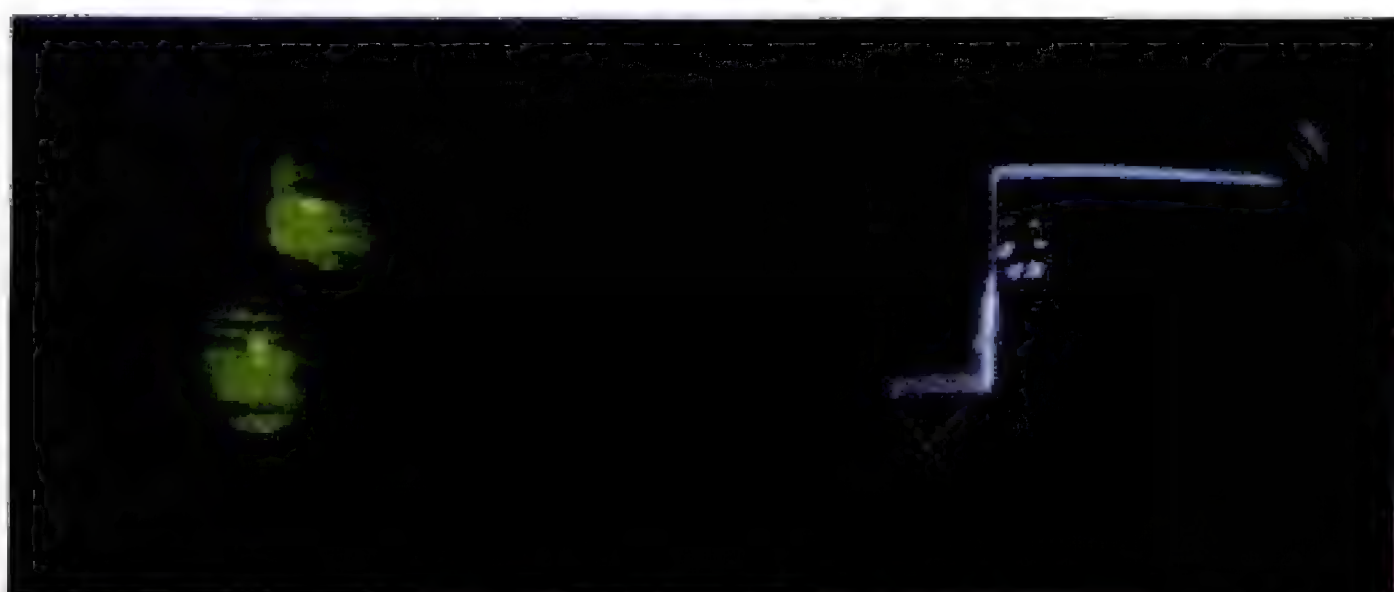
ELECTRONIC CANCER SPOTTER

First color pictures show how a new device finds abnormal cells quickly to permit large scale detection

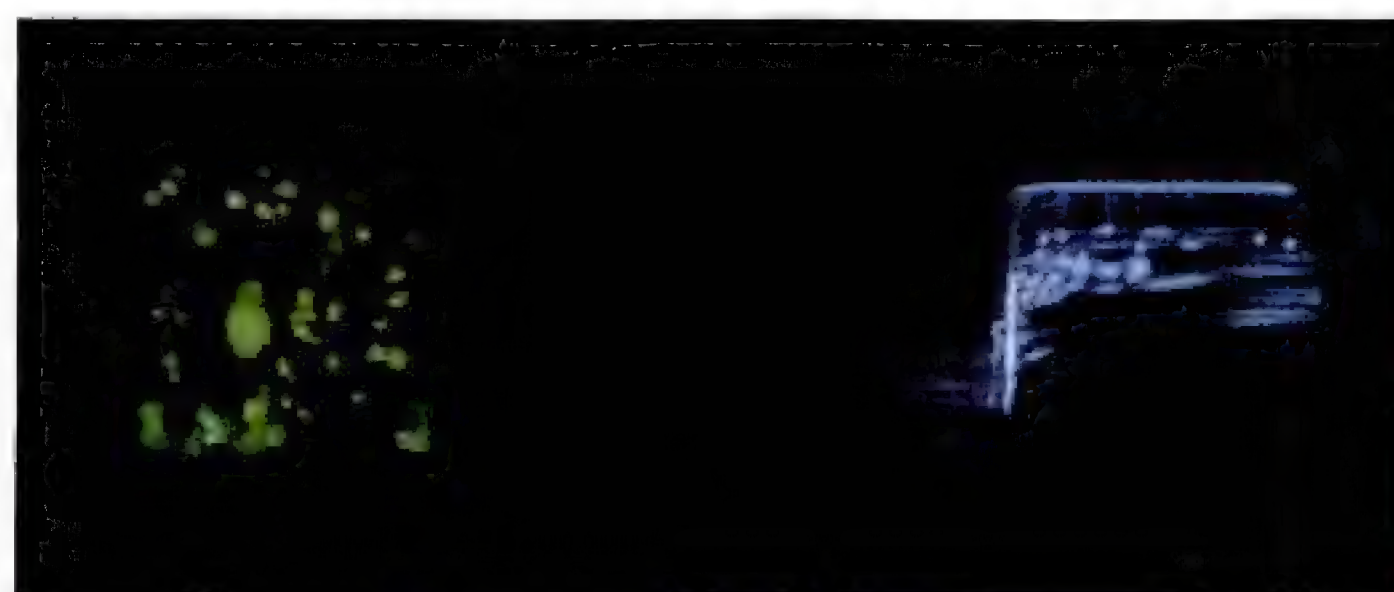
The long-standing medical goal of fighting cancer by a nationwide drive to detect it has been brought nearer by an electronic gadget which conveys its findings in eyecatching blue and green lights. Many kinds of cancer can be cured when recognized early. The new machine, called the cytoanalyzer, will spot abnormal cells from organs like lungs, from which cell samples can readily be obtained, and can do the job in about a minute, saving time-consuming specialized analysis for every case.

Developed jointly by Airborne Instruments Laboratory Inc. and the

Sloan-Kettering Institute for Cancer Research, the cytoanalyzer is a combination microscope and TV system. A TV camera, peeping through the microscope at a glass slide with cells on it, transmits their magnified images to a TV screen. Cancer cells have abnormally large, dense nuclei. When the scanner finds a dense nucleus, it records the fact on an electronic scoreboard (*below*). The cytoanalyzer is still experimental, and these pictures are the first to be published of it in color. But Airborne Instruments' engineers hope to start producing them commercially by 1957.



NORMAL CELLS, green on device's TV screen, left, have small nuclei (light centers). These are represented by dots in blue near left of viewing tube at right.



ABNORMAL CELL, the large green mass in center at left, is almost all nucleus. This is represented by large dots and streaks which stretch across viewing tube.



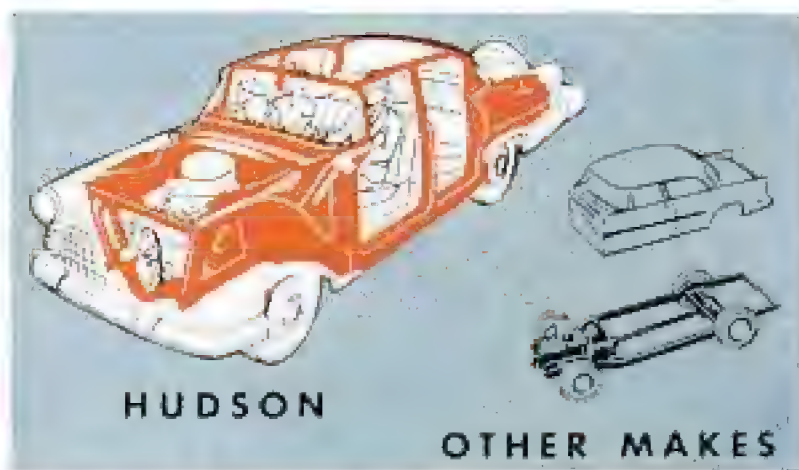
Beautiful Performers — the new Hornet Custom Sedan (available with new **V-8** or Championship **6** engine), with JOHN FORSYTHE and ELI WALLACH — the stars, and other members of the cast, of "The Tea House of the August Moon," Pulitzer Prize comedy.

New Hudson Hornets, Wasps, Ramblers do more for you...

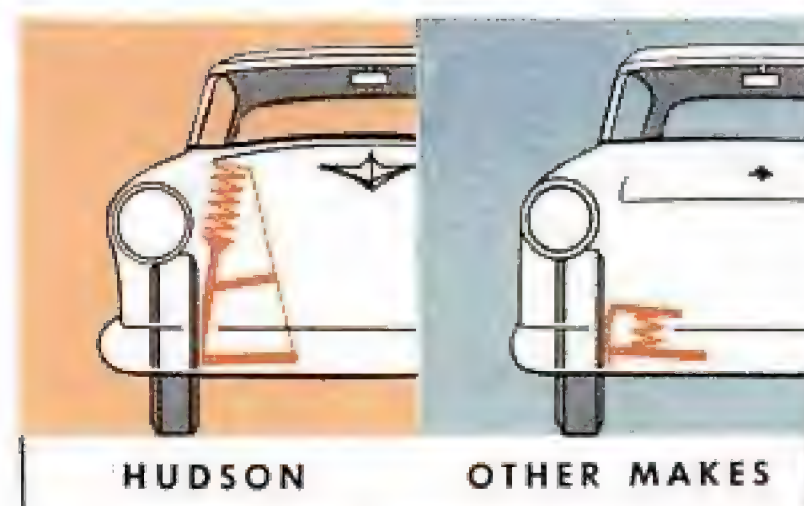
keep you cool in summer, have bodies
twice as strong, springs three times softer,
seats that let you recline or sleep



Why swelter this summer? All-Season Air Conditioning in Hudson is perfect year-round comfort, for far less than the costs of other systems. Cools in summer, heats in winter, filters all the time. Entire system up forward, takes up no trunk space.



Twice as rigid, twice as safe! American Motors' exclusive Double Strength Single Unit car construction is all-welded, rattleproof — with twice the torsional strength of bodies bolted to separate chassis frames in all other cars. You're protected all around by box-section steel girders — makes Hudson a great trade-in value!



No jolt! No jar! No sway! New Deep Coil Ride — another American Motors' exclusive — features extra-long coil springs with three times usual cushioning power. Mounted above the center of weight, in a splayed "Sea Leg" position, you get new anti-sway safety — a steadier ride that makes Hudson easier to handle.



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FORECAST ON EDEN AS PRIME MINISTER

A veteran observer sees Churchill's successor
strongly making changes in men and methods

by ANDRE LAGUERRE

CHIEF OF TIME-LIFE LONDON BUREAU

THE most common prediction now being made about Sir Anthony Eden (see cover), who started governing Britain from No. 10 Downing Street last week, is that his direction of affairs will not be strong. From that assumption it is only a step—which commentators are freely taking—to the conclusion that Eden will rule merely as the first among equals, the equals being "Rab" Butler, the chancellor of the exchequer with the brain of ice, and Harold MacMillan, the new foreign secretary who hides a deal of will power behind his drawing Edwardian exterior.

These predictions will soon be disproved. Sir Anthony is finally the boss and he intends to leave no one any doubt that he has got there.

It is true that he will not make the same vivid impact on the world as did his distinguished predecessor. Churchill was an individualist. As an old Liberal and Tory rebel, he was never completely at one with the party. But Eden has the party machine behind him. Team spirit is the first thing that young Britons have to learn in their public schools, and the Tories consider that Eden is one of the team. But a cricket team has a captain who exerts unquestioned authority, albeit with diffidence. And Sir Anthony is the captain of the Tories.

We shall have far fewer stirring speeches from Anthony Eden. He has a fondness for the cliché, which is not disliked by the British voter, who often regards it as a sign of sound character because it is the kind of thing one might have said oneself. Having all the Briton's suspicion of logic, he does not always try to fit situations and personalities into coherent patterns.

Churchill had strong prejudices in favor of or against people, which Eden does not, but Churchill was very disposed to follow the advice of his intimate counsellors, whom he hand-picked. Eden, on the contrary, has few close friends in politics, but is likely to make a decision contrary to his expert advice. After the death of EDC last August, for instance, Eden continued to support Mendès-France and to search for the kind of alternative solution which was eventually adopted—against the prevailing weight of foreign office opinion.

Eden will be a better executive than Churchill, who used to concentrate on the problems which interested him, usually of a global nature, at the expense of important but parochial ones which bored him. He will considerably streamline the British government. His first cabinet reshuffle reduced the average age by nearly three years, and that was only a foretaste. He will cooperate with the press, which Churchill has lived by but never liked to help.

The advent of Eden will bring no dramatic shift in British foreign policies although it will remove some minor irritants in Anglo-American relations. We shall hear no more of parleys at the summit to settle East-West differences. Churchill used occasionally to put his foot in his eloquent mouth by recommending a new approach to Russia just when all Western efforts were concentrated on getting something like French consent to German rearmament. This is not the type of mistake to be made by Eden the technician.

On the other hand, there will be no toughening of the overall British attitude toward Communism. Eden and the Tories are subject to the same pressures which are molding the policies of all Western European governments. His stay in Downing Street is likely to span a period during which efforts will be made to work out a tension-free way of life alongside the Communists. Eden the realist knows that no such way of life is possible, but he is not strong enough to say so. What he will say, cautiously enough, is that possibly by working for minor agreements with the East the way may be cleared for final understanding.

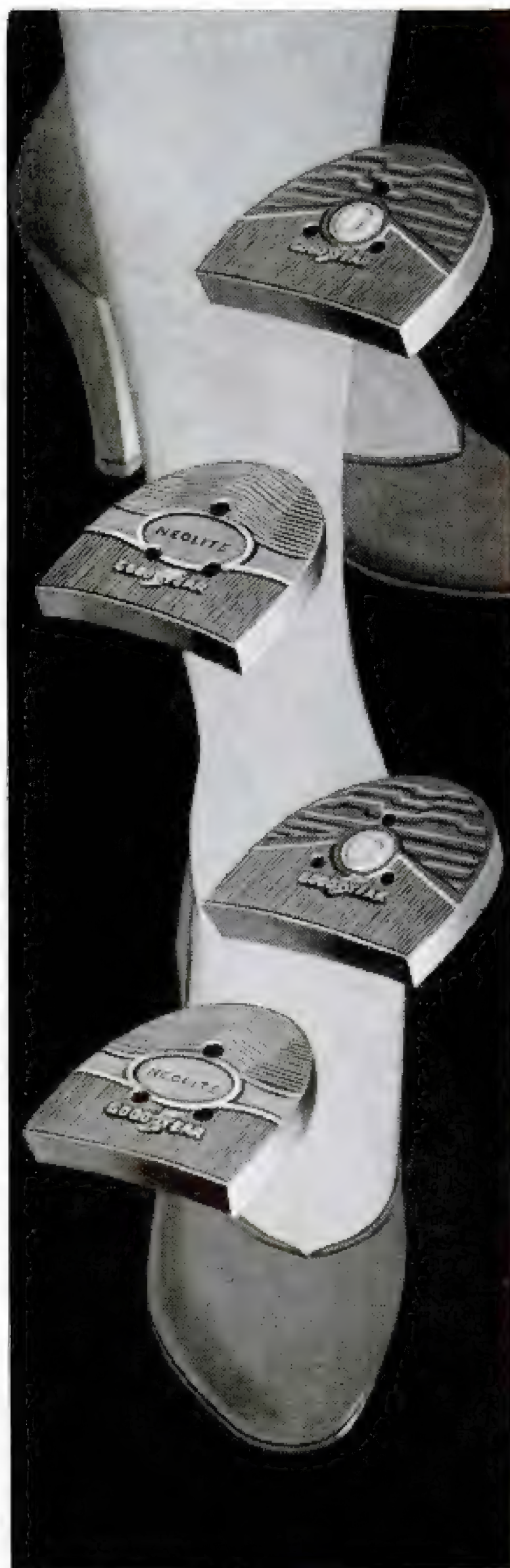
CONTINUED ON NEXT PAGE

EDEN AT NO. 10 DOWNING STREET →



It pays to stop at your shoe repair shop

Nothing makes smart shoes more unsmart-looking than lopsided, run-down heels. Your shoerepairman can bring them back to par—expertly and in a jiffy—with thin, long-wearing heel top-lifts by Goodyear.



NEOLITE Top-Lifts—famous everywhere for long, long wear, good firm footing. They won't spread.

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NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



EDEN'S KEY MINISTERS in new cabinet are Foreign Secretary Harold MacMillan (left) and the chancellor of the exchequer, Richard Austen Butler.

FORECAST ON EDEN CONTINUED

If the worst ever comes to the worst and the West is forced into any large-scale fighting, the Eden government will be found as solidly behind the U.S. as was Winston Churchill. Meanwhile, any strong anti-Communist U.S. policy will continue to be regarded as unnecessarily provocative by Britain. In Asia, in particular, Britain will continue to make concessions to the Communists, at least until India, Malaya or Hong Kong are directly and imminently threatened.

Washington will have serious trouble with the Eden government over the elections due to be held in Vietnam. The U.S. quite rightly believes the Communists are equipped to win these elections, and therefore would like to see them postponed. Britain will argue to allow the elections to proceed on schedule. Eden, in other words, has virtually written off the whole of Indochina as a total loss to the Reds.

A more hopeful British policy trend under Eden will be toward closer cooperation with free Europe. Eden is a better European than most of his cabinet, as he showed by pushing through Britain's recent historic commitment to keep her forces indefinitely on the Continent. Publication of the Yalta papers was a further revelation of the fact that Eden has always been more sensitive to European feeling than Churchill and a result of this is likely to be reinforced British support for Western European Union.

Sir Anthony and his cabinet will lay down the general lines of British foreign policy, which will be left to Harold MacMillan to implement. Under Churchill, Eden had personal experience of excessive Downing Street control of the foreign office, and of the crossed wires which resulted. But there are other and dominating reasons why Eden is going to want to concentrate openly on home affairs. His reputation as a diplomat is made but his reputation as a domestic leader is yet to be fashioned. For 20 years he has been making speeches about peace and now he has to make speeches about prosperity for Britain.

Economic problems bored Churchill. He could the better afford to be bored during these last few years because he had a brilliant chancellor of the exchequer in Butler and because luck was on his side. His return to office coincided with an improvement in the terms of world trade, which meant that Britain paid less for what she imported and got as much or more for what she sold abroad. Coupled with Butler's intelligent encouragement of incentives and a more liberal economic policy than tax-crushed, control-ridden Britain had known for years, this brought new prosperity. But the terms of trade have worsened in recent months so Britain is paying more for the raw materials she needs to process for export and the country is again slipping into the red.

Eden's great problem as he takes office is how to cope with this looming crisis. Of course he will have the help of Rab Butler, as Churchill did, but unlike Churchill, Eden has to build a reputation in domestic affairs so he will be neither able nor content to leave the solution solely to his chancellor of the exchequer.

It would be political suicide, which is something we need never expect to see Eden risking, to interfere substantially with the service and subsidies which the working Briton has come to expect as his birthright. On the other hand, the plain fact is that the British economy is producing what is needed to sustain the highest standard of living ever enjoyed by the British worker without producing what has to be sold abroad to allow that standard to continue in an increasingly competitive world.

CONTINUED ON PAGE 62



Why Ever Pay More WHEN YOU CAN Get The Best For Less*

St. Joseph Aspirin gives you the best, fastest-acting aspirin relief money can buy. You can pay more but you can't buy better. So do as millions do—always demand St. Joseph Aspirin.



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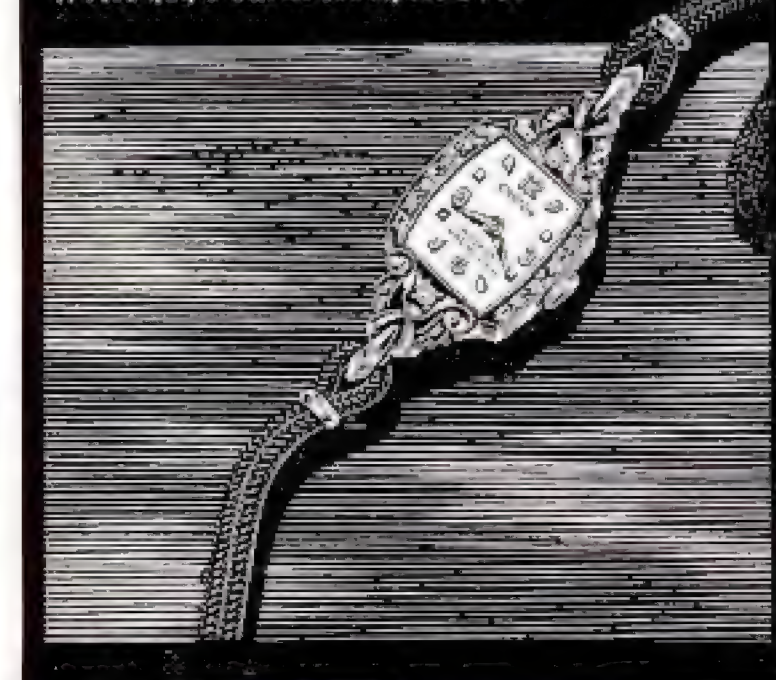
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10 flawless diamonds clustered
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"I won the 1954 NASCAR Stock Car Racing Championship on the same 5-RIB CHAMPIONS we use in our family cars"



—says *Lee Petty*



Mrs. Petty and their sons, Maurice (L.) and Richard, with two of the family cars. The Petty home is at Randleman, N. C.

1954 CHAMPION—NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING.

"Stock car racing teaches a lot of things about automobile performance and about the spark plugs that make good performance possible. Here are a couple of tips on how to make your motoring more enjoyable.

"First of all, the best way to get the most power and economy out of any car is to see that the spark plugs are in good condition, are the right heat range and are installed properly. So, have your plugs checked regularly by your Champion dealer—it's a good habit that will make your engine run better, last longer.

"Another tip is to make sure your car is equipped with those good 5-Rib Champion Spark Plugs. We use them in our family cars the same as in the Chryslers and Dodges I drive at the tracks. I've given Champions the worst kind of punishment in a great many stock car races and they have never let me down. Better drive in where you see the Champion poster and get set for summer driving. You'll enjoy better car performance right quick with dependable Champions."

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JACK JESSE—DAYTONA BEACH NEWS-JOURNAL

Your hair won't go wild when it's washed with Halo!



Have lustrous, sparkling
easy-to-manage hair
right after shampooing!

When you "just can't do anything" with your hair, use Halo! Whether it's dry, oily, or normal, your hair will be softer, springier, look pretty as a picture—*right after shampooing!*

■ The secret is Halo's exclusive ingredient that leaves hair silkier, faster to set, easier to comb and manage. What's more, Halo's own special glorifier whisks away loose dandruff . . . removes the dullness that hides the natural beauty of your hair . . . lets it shine with *far brighter* sparkle! So, when your hair is hard to manage or simply won't "stay put" . . . you'll find it just loves to behave after a Halo Shampoo!

Halo
the shampoo
that glorifies
your hair!

for dry, oily, normal hair



FORECAST ON EDEN CONTINUED

One way out—the Socialist way out, which Eden cannot accept—would be to restrict imports. Another way, and the most desirable one, would be to improve British productivity and increase British exports.

The difficulty about this is that Britons today are by and large satisfied with things the way they are and resent being told to work harder or more efficiently. Habits and traditions die hard in this country, where the son and grandson of a cotton worker will bitterly resist a change of trade. The illustration is an apposite one, for depression is settling on the great cotton manufacturing areas in Lancashire. In that same county, heavy industry is booming and crying for more labor, yet the cotton men are resisting moving a few miles to change their trade.

The same psychology leads most of the powerful labor union membership to resist all encouragement to step up production and makes them suspicious even of new machinery designed to improve productivity. Nor is the evil confined to the workers. Many British employers seem to prefer to keep profits high and production low, and form tacit cartels for this purpose.

A prime minister of determined convictions who was backed by a substantial majority in the country and Parliament might end this traditional constriction of the national economy. But Eden has neither the temperament nor the support to do this.

What Eden would like to do would be to associate the workers with the capital and profits of the enterprises in which they toil. There is nothing particularly new about this idea, which was advanced in France by the Gaullists under the name of Association of Labor and Capital. In this country, the moribund Liberal party has long advocated the extension of profit-sharing schemes. The trouble with them is that workers have usually proved to be interested in sharing profits but not losses and have been unwilling to trade any cut in real wages for a possibly greater but uncertain return in shared profits.

The likelihood is that Anthony Eden will deal with aspects of all these problems as they present themselves from day to day, rather than make the farsighted, hard and often drastic moves which are repugnant to his character and political philosophy.

When, a year ago, there was talk that Churchill might resign, and Eden's own health was not too good, he was asked by a friend if he thought he could stand the strain of premiership. He laughed and answered that Downing Street could not possibly be as bad as the foreign office, where "I could spend all and every day just reading the telegrams as they come in." It may be that he underestimates, not the man-hours required of a British prime minister, but the weight of the decisions which must be taken if Britain is to cope with the two fundamental problems she has not yet solved: how to stay alive in the face of the encroaching tide of world Communism, and how to pay for the kind of life she expects to have.



LADY CLARISSA EDEN (see cover) married Sir Anthony in 1952 when she was 32, is his second wife. Lady Eden, who was called the most beautiful debutante of 1938, is a niece of Churchill, learned Conservative politics from her uncle, understudied Lady Churchill to prepare for role of official hostess.

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AERO SHAVE
Saves 20¢ a Can!

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OUT COMES LATHER!

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DRESSES OF DISTINCTION

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Now... INSTANT OATMEAL

WITH NEW QUICK QUAKER OR MOTHER'S OATS

cooks creamy in 50-60 seconds

Something wonderful has happened to Quick Quaker Oats and to Quick Mother's Oats.

Now—in just moments you have fully cooked oatmeal. Smoother oatmeal. Creamier. With the same full flavor—the same bountiful nourishment—of oatmeal that used to take hours of cooking.

Yes, these New Quick oat flakes—cut in tiny pieces—are rolled to a new tissue thinness. They cook in just 50 to 60 seconds in boiling water.

So isn't it smart to eat a good hot oatmeal breakfast—when it's quick as coffee? *New* Quick Quaker Oats and *New* Quick Mother's Oats are in stores now. Look for the Yellow Ribbon on the label.



All the protein nourishment of old fashioned oatmeal is present in this new, quick product. It helps keep adults fit—not fat, because it is so high in protein.



Best cereal for growing children. High-protein Quaker or Mother's Oats helps children grow strong, healthy bodies. Gives them stamina they need for school and play.



Mother's Oats and Quaker Oats are exactly the same

QUAKER OATS

America's most popular cereal . . . hot or cold





MADE FOR SPRINGTIME AND THE YOUNG IN HEART

22 stunning big models...

41 color combinations...

choice of 3 great lines

priced to fit your budget

This is surely the time of the year when you want to go places! The most thrilling way to go is in the spacious, beautiful luxury of Plymouth.

This fabulous all-new car is the *biggest* and *longest* of the low-price 3! That means plenty of room to give you the *most* of the things you *want most!* Just look at these comparisons:

MOST SIZE! The '55 Plymouth is 17 feet long! That's 8.2 inches longer than Car A, and 5.3 inches longer than Car B! Every inch is taut, rangy Metal-in-Motion styling ... with an eager, thrusting, forward look that says

GO even when standing still! And only a big car like Plymouth can give you a truly big-car ride!

MOST ROOM! Up front, there's the most leg room in the field—nearly an inch and a half more than Car B. In back-seat leg room Plymouth leads, too—almost 4 inches more than Car A, nearly 3 inches more than Car B. Front seat is widest of all 3—with a good 2 inches more hip room than Car B. And you get the biggest, most useful luggage compartment in the field as well!

MOST MODERN BEAUTY! A completely *new* car. No hand-me-down features or warmed-over styling. Just the ageless

Plymouth Belvedere Club Sedan



Plymouth Belvedere Four-door Sedan





1955 Plymouth Belvedere Convertible. Unretouched photograph.

...THE ALL-NEW PLYMOUTH '55

beauty of perfect taste! Holds its value for a good trade-in because it is all new, and tremendously popular.

MOST THRILLING PERFORMANCE! Brilliant new 6-cylinder PowerFlow 117 with exclusive *Chrome-Sealed Action* offers flashing getaway, smooth, easy running—and wonderful economy, too! And, for **MOST POWER**, exciting new 167-hp Hy-Fire V-8 gives *highest standard horsepower* in the field! 177-hp PowerPak available.

And check these other *new features*. Then, this year of all years, *look at all 3*. See if your *choice* doesn't turn out to be Plymouth!

POWERFLITE no-clutch drive . . . smoothest, finest fully automatic transmission of them all. New PowerFlite Range Selector *on the instrument panel!* A new Plymouth exclusive in its field!

FULL-TIME POWER STEERING does 80% of the work for you and, unlike the "other two," does it 100% of the time!

POWER BRAKES for easier, safer stops use only *half* normal pedal pressure.

GLAMOROUS NEW FULL-VIEW WINDSHIELD, a true swept-back wrap-around, offers you "new horizons" of safer driving—greatest visibility in lowest-price field!

CONSTANT-ACTION ELECTRIC WINDSHIELD WIPERS. The *only* kind the big airlines use! Don't slow or stop when you step on the accelerator! Only Plymouth has them in the low-price 3!

NEW LUXURY with NEW EASY-GLIDE Power Seats . . . NEW EASY-LIFT Power Windows . . . NEW AIRTEMP AIR CONDITIONING.

LUXURIOUS NEW INTERIORS. Excitingly modern fabrics are "color-tuned" to jewel-brilliant outer finish!

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Plymouth Belvedere Sport Coupe



Plymouth Belvedere Four-door Sedan



FASHION

OUTFITS ARE STYLED FOR DAY OR EVENING

Season's range of cotton knits includes striped blazer (*right*, Dormont, \$4), red and white vertically striped pullover with white knit collar (\$7) and matching shorts (\$10, both Geist & Geist), slim red V-neck dress (\$11) worn over long-sleeved striped T-shirt (\$4) with matching bag (\$3, all Beldoch Popper) and white cotton stockings (Phoenix, \$1.65), red and white striped middie with cowl neck (Dormont, \$4), unbelted dress in purple and turquoise checks (*reclining in center*, Jane Irwill, \$6.50), box jacket of heavy fabric in black and white stripes (\$6) and matching slim skirt (\$8, both Smartee) worn with yellow cotton stockings (Phoenix, \$1.65), wildly striped boat-necked middie (\$8) and narrow skirt (\$8, both Jeanne Campbell), a bare-armed cocktail sheath (\$13) and matching straight coat lined in red cotton (\$23, both Sport-whirl), white ribbed two-piece dress styled like a tennis sweater (Smartee, \$11) and a one-piece elasticized bathing suit in black, red and white checks (Beldoch Popper, \$8).



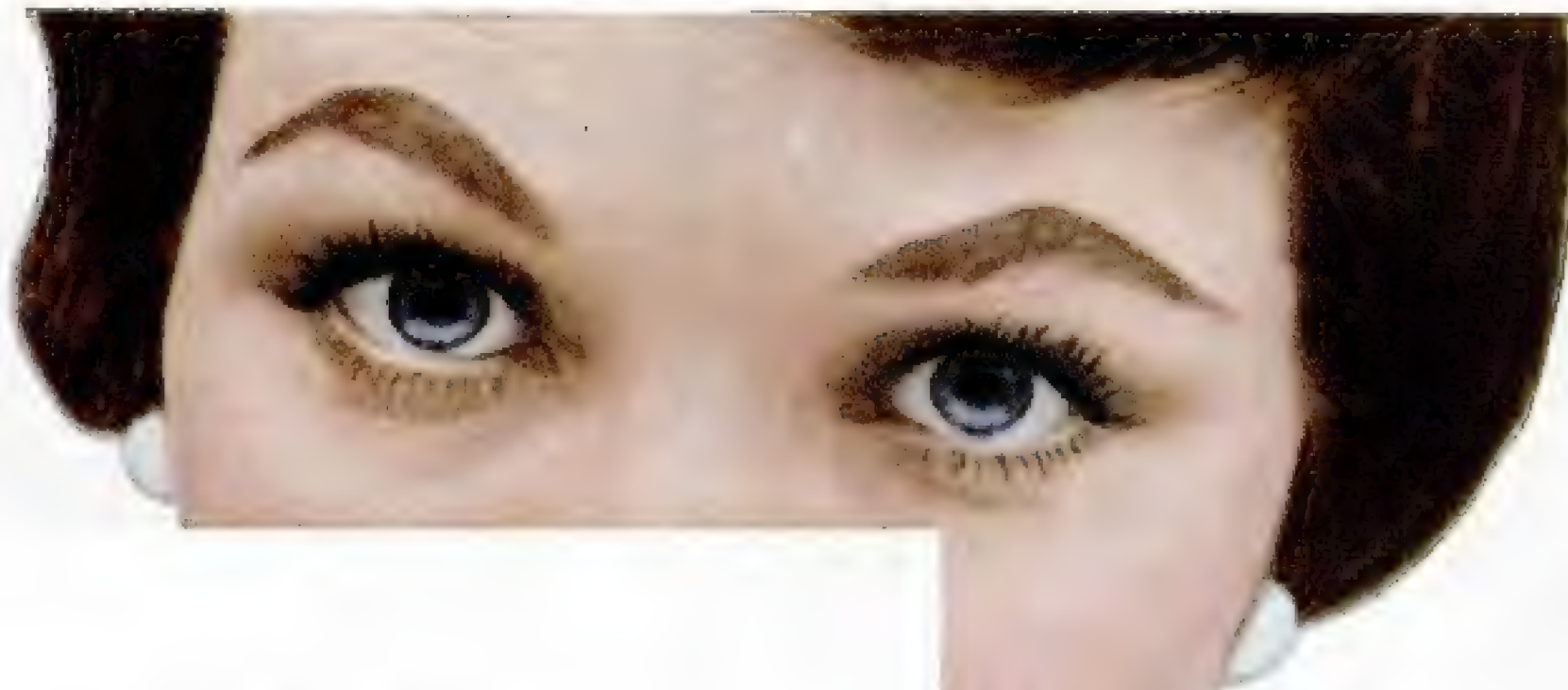
New Cousins to the T-Shirt.

LOWLY HOT-WEATHER KNIT HAS COME UP IN STYLE



Last winter wool knit became stylish enough to go dancing, so cotton knit has been hopefully primping for the summer trade. Promoted into a full-length dress only a year ago (LIFE, April 26, 1954), this simple T-shirt fabric has flourished in the rarefied air of high fashion and now appears in everything from a bathing suit to a cocktail dress. Although wool knit is more elastic and comes in a wider range of weaves, cotton jersey offers strong patterns, bold colors, new textures and a whittled-down

price tag. A new finish on some knits keeps them in shape through frequent washings and wearings. Simply cut, the fabric is made in the season's top silhouettes—the two-piece middy dress, the beltless sheath, the matching dress and coat outfit. The classic Tilden tennis sweater has become a two-piece spectator dress. To all these conspicuous cottons the wearer can add showy summer jewelry from the dime store, and with the street styles brightly colored flat shoes are coming back to town.



Dear Mr. A:

It's wonderful! My new IBM Electric is the easiest-to-use typewriter I've ever set finger to. It's as different from my old manual as a '55 convertible from a Stanley steamer. The IBM people tell me that an hour's work on an IBM takes less energy than 3 minutes' work on an ordinary machine--and I believe it! Also, if you'll pardon the boast, your letters never looked so good! So, from the bottom of my heart--thanks for IBM "power typing"!

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Electric Typewriters... OUTSELL



Dear Miss L:

My "perfect secretary" is right again-- especially about IBM Electrics. And "power typing" has virtues you've never even suspected. Since you've had your IBM Electric, you've been able to do a lot more work than you ever did before -- more easily and in a lot less time. Figure that for the whole company, and you can imagine the gain in efficiency-- and the savings. We're shifting over 100% to IBM Electric Typewriters just as fast as we can!

BOSS AGREE!



**Only IBM makes a complete line
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Here is the superb IBM EXECUTIVE Electric. The EXECUTIVE is the only typewriter that produces letters that look as if they were printed. They make striking "first impressions" . . . they build prestige . . . they open doors.

- In all, IBM makes 32 models including this EXECUTIVE and the STANDARD (shown on opposite page) . . . in a wide range of type faces and 7 handsome colors. For more information or a demonstration, call your nearest IBM office or write International Business Machines, 590 Madison Avenue, New York 22, N. Y.

ALL OTHER ELECTRICS COMBINED!



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English-type
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Made in U.S.A.
from a famous
Old English formula

BUY IT
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for better
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Gin 90 proof.
Distilled from
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BARBARA HOM, AGED 6½, MADE BOLD COPY (BELOW LEFT) OF WORD "HOW"



KERRY TONG DID COPY OF THE WORD (BELOW RIGHT) WITH LIGHT STROKES



Hard Work at Hip Wo



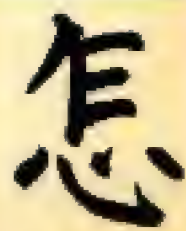
AMERICAN CHILDREN STRUGGLE WITH CHINESE WRITING

Daintily dipping her brush, a youthful student struggled with the complicated character, then turned exasperatedly to the next desk and piped, "Criminy sakes, I'll never get it!" Gallantly her classroom neighbor replied, "Well, mine looks more like a helicopter than a word." Everyone in the first-grade class was copying the same character (*inset, right*) meaning "how" in Chinese. Their calligraphy was more earnest than expert, as the four efforts here indicate.

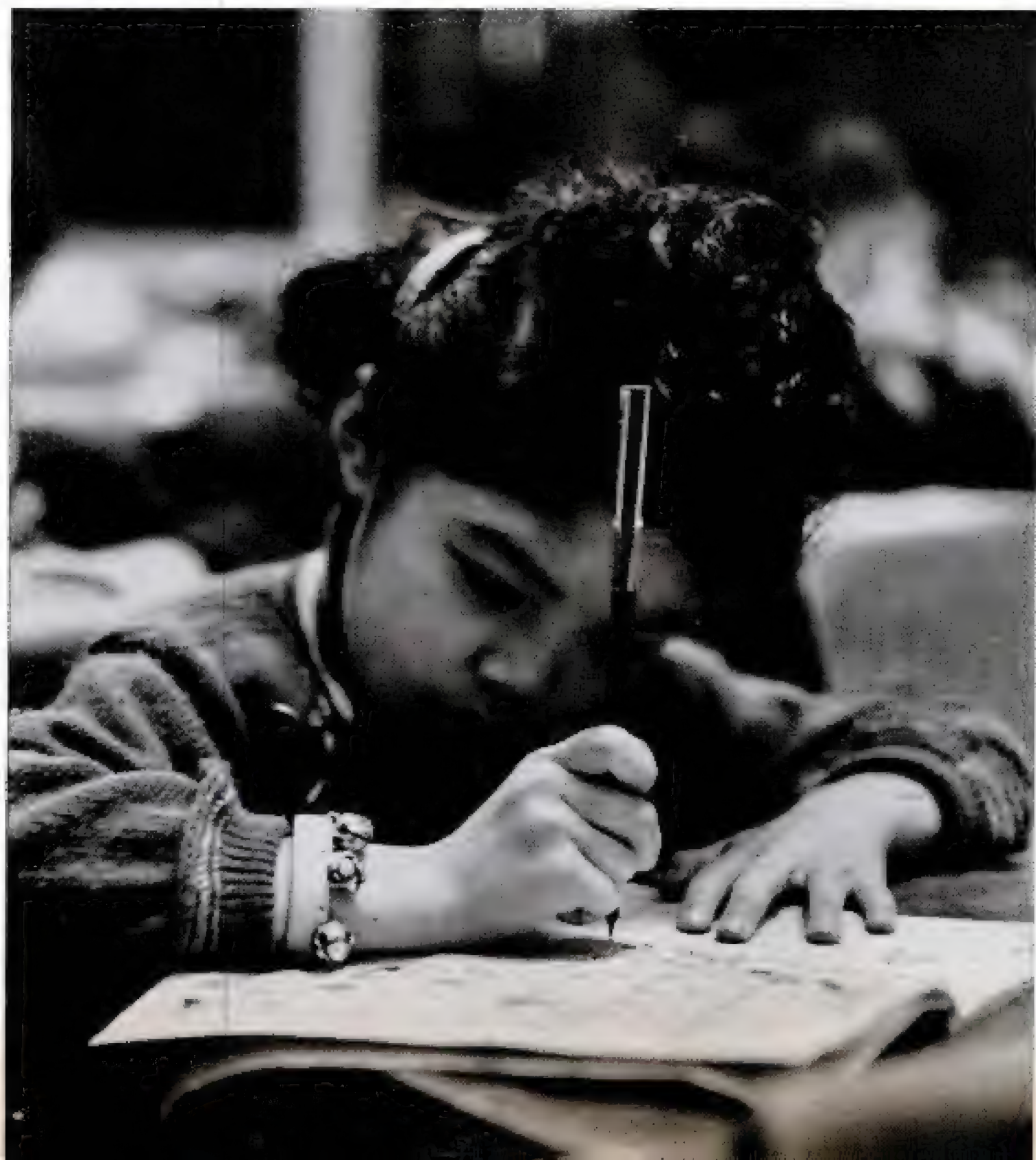
The students are some of the 346 Chinese-Americans at the Hip Wo School in San Francisco's Chinatown. Hip Wo, which means "cooperating harmoniously together," was founded

by four Protestant churches which felt that Chinatown's children were losing contact with the culture of their parents and grandparents and that there are things to be learned by sharing the cultures of both East and West.

Such learning comes slowly because of the intricate language, and the Hip Wo course takes 12 years to complete. Young students attend for an hour and a half in the afternoon after public school; older students study at night. Besides reading and writing, pupils learn Chinese philosophy and history. Only a few of the children complete the full 12 years, but all of them come both to understand and help preserve their ancestral culture.



CAROL MOY MADE UNCERTAIN CURLICUE ON BOTTOM OF COPY (ABOVE LEFT)



HENRY LOUIE DID HIS COPY IN MEDIUM-WEIGHT STROKES (ABOVE RIGHT)



TENSE NERVOUS HEADACHES

call for

STRONGER Yet SAFER

ANACIN[®]

Won't upset your stomach

Also goes to work instantly to relieve pains of

- NEURITIS
- NEURALGIA
- RHEUMATISM
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- NORMAL PERIODIC PAIN and
- DISTRESS OF COLDS



ANACIN not only gives *stronger, faster* but also *safer* relief from pain. Anacin Tablets won't upset the stomach. They contain no narcotics or habit-forming ingredients. Despite their great strength, you can take Anacin Tablets as directed as often as needed without the slightest harm.

You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients.

The highest medical authorities in the nation declare that the Anacin way—a formula combining smaller quantities of a *number* of highly effective pain relievers—gives faster, more effective and safer relief than a large dose of one *single*

Highest medical authorities have established beyond a shadow of a doubt that Anacin's combination of potent pain relievers acts smoother and more efficiently than any single drug.

drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry. Just ask your own physician or dentist if this isn't true.

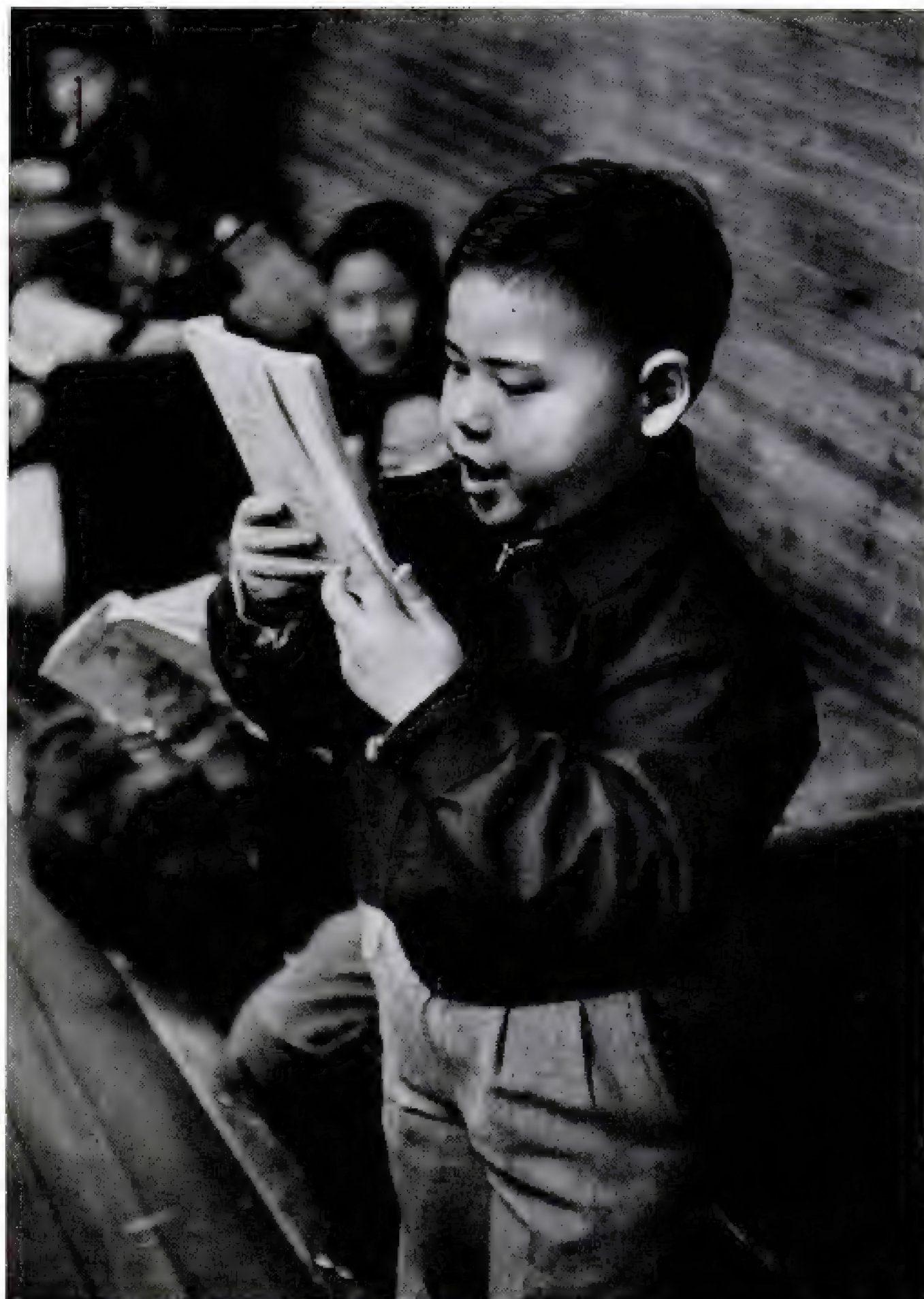
So whenever stronger yet safer medication is needed—you can depend upon Anacin. Remember—no single drug can give you the same strong safe relief of Anacin's combination of powerful pain relievers. Buy Anacin Tablets today.

If pain persists—see your doctor.

You can depend on



HIP WO CONTINUED



A RECITATION in Hip Wo class is given by Cary Dong, who reads a story about a teacher waiting to greet students when school opens in the morning.



AN EAGER HAND is raised by Barbara Hom as teacher asks for volunteers to write the Chinese character for dog on the blackboard. She did it correctly.

CONTINUED ON PAGE 74

You actually save money with
 sheer nylon **foil-a-run**
 stockings that
 won't run from
 1-thread snags!

wear tests averaged 27 days without a run and the high was 91 days!

It's just plain wonderful, this blend of flattering sheerness and long wear-ness. FOIL-A-RUN hosiery won't run from 1-thread snags. And you'll get top-to-toe precision fit in these beauties of 10-denier nylon. FOIL-A-RUNS are certainly the smart hose to get now for yourself and for Mother's Day gifts.

\$1.65*
 a pair
 60 gauge
 sizes 8½ to 11
 proportioned in short,
 medium and long lengths

MAKE YOUR OWN WEAR TEST

Save this calendar and check off each day that you wear the same pair of FOIL-A-RUN nylons. You may even beat the 91-day record!

1st MONTH	2nd MONTH	3rd MONTH
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	1 2 3	1
6 7 8 9 10 11 12	4 5 6 7 8 9 10	2 3 4 5 6 7 8
13 14 15 16 17 18 19	11 12 13 14 15 16 17	9 10 11 12 13 14 15
20 21 22 23 24 25 26	18 19 20 21 22 23 24	16 17 18 19 20 21 22
27 28 29 30	25 26 27 28 29 30	23 24 25 26 27 28 29
		30 31

Our 83rd Year of Fashion Leadership
 © HOLEPROOF HOSIERY COMPANY, Milwaukee 1, Wisconsin • In Canada: London, Ontario
 World-Famous Men's Socks • Men's Nylon Tricot Pajamas and Underwear • Luxite
 Lingerie and Hosiery • Women's Proportioned Nylons • Little Miss Luxite Children's Underwear.

*Slightly more in Canada

Ask for sheer FOIL-A-RUN nylons,

available only in *Holeproof* and

Luxite hosiery

at leading stores—watch for their ads featuring FOIL-A-RUN nylons
 in your local newspapers

TIMMY LEE IS A BUSY BOY



IN CHINATOWN MARKET, Timothy Lee pays a visit to his father, who is a butcher, before moving on to join his first-grade class at Hip Wo School.



OUTSIDE HIP WO SCHOOL (upper left), Timmy boyishly takes hardest path up a Chinatown hill, making his way along a wall supporting a wire fence.



INSIDE AMERICAN SCHOOL, which he attends during regular hours, Tim (second from left) listens as the teacher explains varieties of pine cones.

\$107¹² Value for \$79⁹⁵*
from **Admiral.**



New Admiral 3-Speed Radio-Phono. Automatic shut-off after last record . . . specially-balanced, Featherweight Tone Arm makes records sound better, last longer . . . rich-voiced Admiral Radio with powerful 6" PM speaker. Scratch-and-stain resistant ebony finish (mahogany finish extra).

Here's what you get —



- Admiral 3-Speed Table Radio-Phono
- Admiral *precision* 45 r.p.m. Adapter
- 32 "Extended-Play" (45 r.p.m.) Recorded Selections by Famous Artists

Total Value \$107¹² **\$79⁹⁵***

ALL FOR ONLY

These are the All-Time Favorite Selections Included

ARTIST	SELECTIONS
Eddie Fisher . . .	I'm In The Mood For Love • You'll Never Know • Hold Me • Everything I Have Is Yours
Perry Como . . .	Prisoner Of Love • Because • When You Were Sweet Sixteen • Far Away Places
Three Suns . . .	Sunrise Serenade • Deep Purple • I'll Never Wish For More Than This • Hindustan
Hugo Winterhalter . . .	High On A Windy Hill • Stella By Starlight • Stars In My Eyes • Swinging On A Star
George Melachrino . . .	You'll Never Walk Alone • Oh What A Beautiful Morning • May The Good Lord Bless And Keep You • I'll See You Again
Ames Brothers . . .	Gotta Be This Or That • Anniversary Song • Love Your Magic Spell Is Everywhere • I Can't Give You Anything But Love
Eddy Arnold . . .	I'll Hold You In My Heart • Anytime • A Heart Full of Love • Texarkana Baby
Henri Rene . . .	Love Your Spell Is Everywhere • A Kiss In The Dark • It Had To Be You • I Kiss Your Hand Madam

All Full-Length Selections—not "Excerpts"

*Prices slightly higher South, West, and Canada

See your participating
Admiral dealer

ACT NOW! SUPPLY LIMITED!

Cadillac



They'll Take The Cadillac Tonight!

This, as you can see, is a very special occasion. And so we feel certain that—having a choice—they'll take the Cadillac tonight!

And what a happy choice it will be!

How *proud* they'll be, for instance, when they arrive in the "car of cars"—and find themselves the subject of admiring glances on every hand.

And how rested and relaxed! For no matter how far their journey, they'll reach their destination refreshed . . . and eager for the evening's activities.

Yes, you can be certain they'll take the Cadillac tonight. But this is not to imply that a Cadillac gets the call only for special occasions.

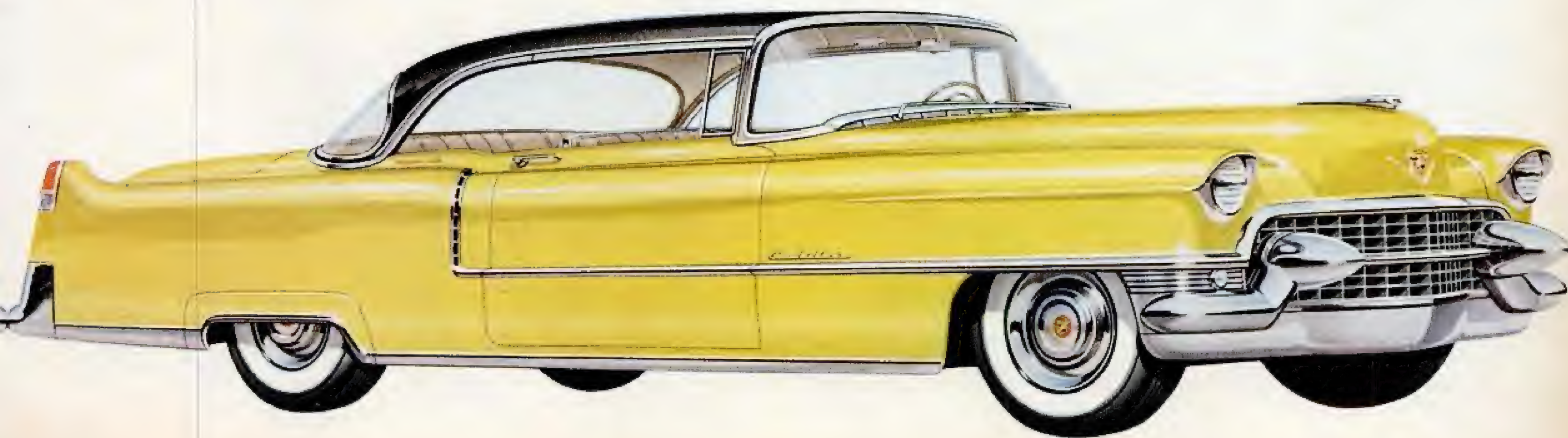
On the contrary, the car is such a pleasure to

drive . . . and such a joy to utilize . . . that it is invariably the family favorite for *every* journey.

We think you'll understand the reasons for this yourself—once you've spent an hour with a new 1955 Cadillac. Why not accept our invitation to come in and do so—soon?

You'll be entirely welcome at any time!

YOUR CADILLAC DEALER



For the Modern Way to Cook, **PYREX**®

60¢ to \$1.50—Gay, Colorful PYREX Bakingware. Bake, serve, store in same dish—save time, make dishwashing easy. Smart Lime or Flamingo colors!



Famous PYREX Ware Color Bowl Sets, so helpful in so many ways—for mixing, baking, serving, storing. Complete set of four—only \$3.50

Handy PYREX Ware Oven-and-Refrigerator Set—for baking, serving, storing. Each dish has clear glass cover. Set of four—\$3.25

5¢ to \$1.39—Crystal Clear PYREX Ovenware—America's first choice for oven cooking. Stays clean- and new-looking for years!



VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

There's only one **PYREX**® ware



Serve or Store...Come to the Big KITCHEN GLAMORAMA

Smart, New PYREX Dinnerware—16-piece starter sets for four—with Dove Gray, Turquoise, Lime or Flamingo borders—only \$6.95. Matching open stock items available. 34-piece sets for six—with Royal Burgundy or Regency Green borders banded in 22-carat gold—\$27.95, including handy Cupboard Storage Rack FREE!

\$2.25 to \$3.95—Clear, Sparkling PYREX Flameware—designed especially for top-of-stove—lets you see what's cooking. Lock-on covers and stay-cool handles make pouring easy. Tempered for extra strength and durability.



*Get beautiful, durable
PYREX Ware for
yourself. . . and as gifts
for Weddings, Showers,
Birthdays, Anniversaries
and Mother's Day!*



PYREX Dinnerware is tough as nails, yet dainty as a tea set! In laboratory tests, cups were used to hammer heavy 3-inch nails into a pine plank. So you know PYREX Dinnerware can really "take it."

TO ADD a fresh, new note to *any* kitchen—young or old—get gay, colorful PYREX Ware! . . . Smart, practical PYREX Ware is right at home in the most modern surroundings. It's bright and cheerful—wonderfully strong—a joy to cook and serve with—and so easy to wash clean. . . . Right now, your nearby PYREX Ware dealer is featuring a brilliant "Glamorama" of PYREX Ware for every cooking and serving need . . . bowls and boilers, plates and percolators, casseroles and custard cups . . . all designed to save you time, work and money. . . . So check the items you want on these two pages—either for yourself or as welcome gifts for others—then see the full line of smart, modern PYREX Ware at your favorite store!

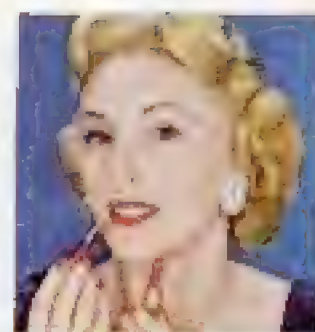
PYREX Ware is the star of the cooking world. Look for it on TV, in magazines and everywhere. See what's cooking!

a product of  CORNING GLASS WORKS, Corning, N. Y. "PYREX" is a registered trade-mark in the United States, of Corning Glass Works, Corning, N. Y.



A playful pink . . . but it's strictly for grown-ups!
There's nothing little-girl about the kiss-me-quick look
it gives your lips. This bright new shade of Cashmere
Bouquet Lipstick does its good work discreetly, too—
Pink-A-Boo stays on *you*, stays off everyone else!

7 Cover-Girl Colors **49¢** plus tax



**Conover girls pick
Cashmere Bouquet**

"Have a lipstick wardrobe: a blue-red, an
orange-red and a definite pink. All three
cost less than \$2 when, like our Conover
girls, you choose Cashmere Bouquet."

Candy Jones

cashmere bouquet

INDELIBLE-TYPE LIPSTICK

Super-Creamed to Keep Your Lips Like Velvet



STANDING NECK-DEEP IN A FURROW, FARMER FRANCIS GRISET DEMONSTRATES THE 6-FOOT CUT HIS PLOW MAKES. ATOP FURROW AT REAR IS BROTHER RAY

WOW OF A PLOW

To raise rich subsoil, it digs farmer-deep furrows

Winter floods often deposit yard-deep layers of useless sand atop the fertile coastal fields of Southern California. To bury this useless cover and turn up the rich buried soil of their 1,000-acre farm at Rancho Santa Fe south of Los Angeles, bean growers Francis and Ray Griset commissioned the world's biggest plow. With steel wheels six feet high, the plow weighs 10 tons and has a moldboard and point (right) almost seven feet long. It cuts nearly six feet deep. Pulling the plow takes four tractors, which burn 350 gallons of fuel each day. This year the Grisets will deep-plow 230 acres and bear the expense gladly. They find that turning over their land increases the yield of lima beans by as much as 300%.

MAMMOTH MOLDBOARD, which stands nine feet high, dwarfs two men replacing point broken by buried irrigation pipe.

CONTINUED ON NEXT PAGE





The only chocolate milk that makes itself!

IT'S INSTANT! Just drop two heaping teaspoons of Quik into your glass of cold milk—spoon it around once or twice—then drink. Ooh—that delicious chocolate flavor! Aah—that smooth richness! Only Nestlé's has it. Quick—get Nestlé's® QUIK!



Quick—get Nancy Nestlé—the walking doll!

Adorable lifelike plastic doll, over 9" tall. She walks! She turns her head and winks her eyes! She can be dressed and undressed—her long blond hair can be washed and set! Send name and address and \$1.00 cash plus lid or tracing of front of Quik label to Nestlé, Box 50, New York 46, New York.

\$2.98 value
only \$1.00



Wow of a Plow CONTINUED



PLOW IN ACTION behind its team of four tractors carves heavy pattern of 4-foot-wide furrows. The land is then leveled by tractor-drawn scrapers.

PUT **SPRING** IN YOUR CAR!



Get a **TEXACO** check-up now!

✓ **YOUR CAR** will be checked at potential trouble spots, such as the battery, spark plugs, lights, tires, radiator and fan belt.

✓ **YOUR CAR'S** crankcase will be drained and re-filled with Advanced Custom-Made HAVOLINE Motor Oil. It delivers performance no other motor oil can match, regardless of price.

✓ **YOUR CAR** will be lubricated with superior MARFAK. You'll enjoy quieter driving, easier handling and that *cushiony* feeling for 1,000 miles or more. Transmission and differential get top lubrication, too!

✓ **YOUR CAR** will really take off when you roll out with a tankful of top octane Sky Chief, the premium gasoline super-charged with Petrox to *protect* as it *powers* your engine . . . or famous Fire Chief that gives you lively power at *regular* gasoline prices. Both are 100% *Climate-Controlled!*

TEXACO DEALERS
in all 48 states

Texaco Products are also distributed in Canada and Latin America



THE
TEXAS
COMPANY

TUNE IN... TEXACO STAR THEATER starring DONALD O'CONNOR or JIMMY DURANTE on television, Saturday nights, NBC.

Nothing *does it* like Seven-Up!

New 7-Up TV Show! For
exciting adventure, see
"Soldiers of Fortune"
every week.



Copyright 1955 by The Seven-Up Company

If you want a real thirst-quencher...

If you hanker for a cool, clean taste...

If you want a quick, refreshing lift...

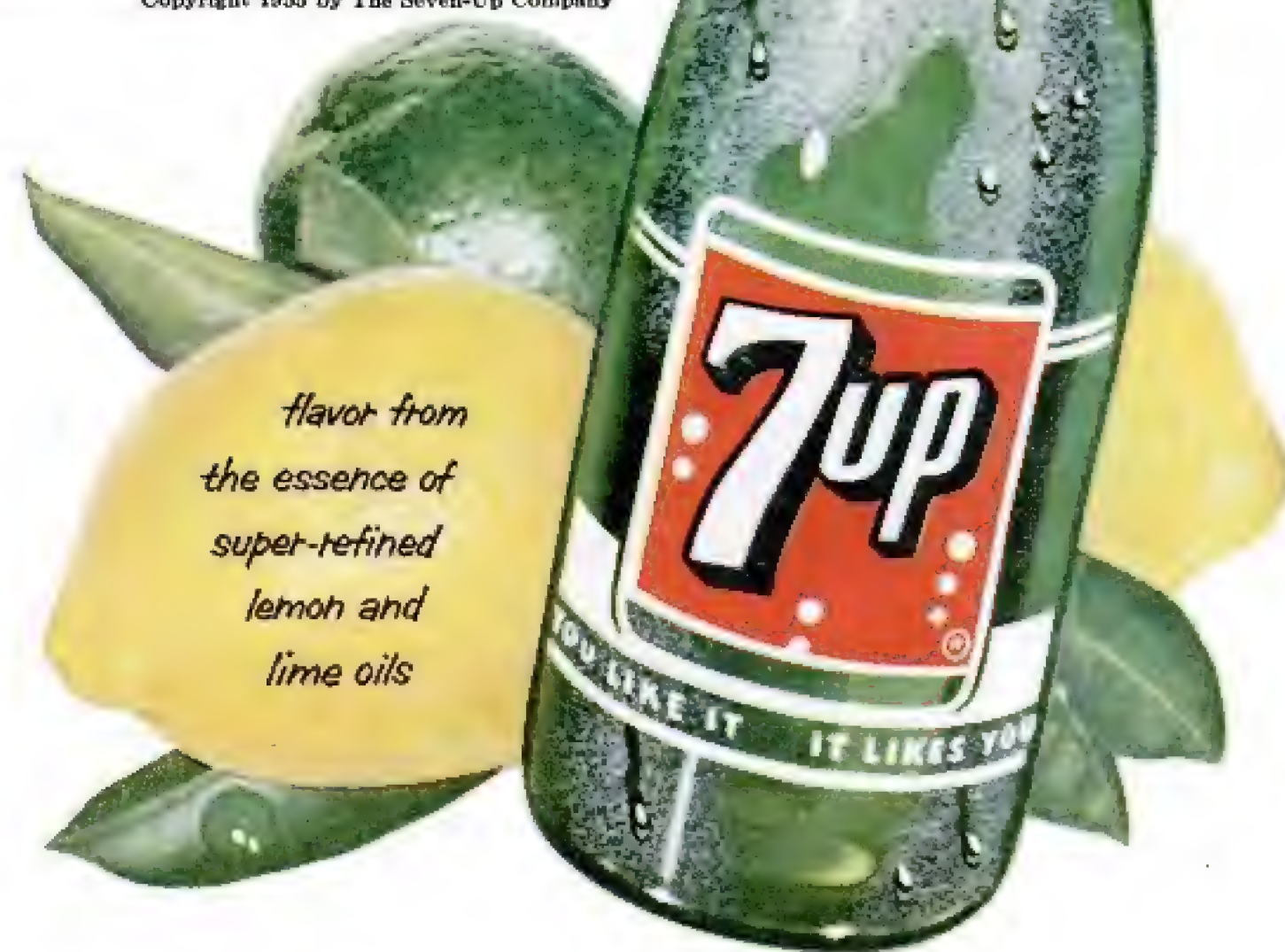
Nothing does it like Seven-Up!

Next time you're thirsty, really "dry," do this: open a chilled 7-Up and take a sip. Just a *sip*! Hold it in your mouth a moment before you swallow. Something happens!

You'll be pleasantly surprised at how much one sip does to relieve your thirst... how 7-Up instantly makes your mouth and throat fresh and wide-awake again. You can *feel* 7-Up do it!

When you have finished the bottle, your thirst is gone... leaving a cool, clean taste. The 7-ounce bottle of 7-Up is exactly the right amount. But words can't tell you. Get a chilled 7-Up and find out for yourself... if you want a real thirst-quencher, NOTHING DOES IT LIKE SEVEN-UP!

Thirst was made for a drink like this... why waste it on anything else?



"Fresh Up" with Seven-Up

THE ALL-FAMILY DRINK



DETROIT SKYLINE APPEARS TO WHIZ PAST IN TIME EXPOSURE AS LIFE PHOTOGRAPHER JOHN ZIMMERMAN KEEPS CAMERA POINTED AT THE MOVING CHURCH

OLD CHURCH ON THE MOVE

Evicted from the site where it stood for over 100 years, Detroit's Mariners' makes an epic journey

Moving with a staid and stately deliberateness, the Mariners' Episcopal Church of Detroit this week rolled to the end of an 880-foot journey from the site where it had stood for a century. The old church, which once served sailors off Great Lakes windjammers but no longer is an active parish, had been dispossessed to make room for a lily pond in Detroit's new waterfront civic center.

The moving operation, paid for by the city, got underway in January

with the hoisting of the 3,000-ton limestone structure by 600 jacks. Set on four I-beams atop rollers, the church was tugged along a track of 24 steel rails by two diesel winches. It logged up to 87 feet a day, but on some days blizzards stopped all work. The three-month journey took it across busy Woodward Avenue, where it blocked traffic for 21 days. When sentimental Detroiters welcomed it at the newly consecrated site provided by the city, not a single stone had been knocked out of place.

CONTINUED ON NEXT PAGE 83

Dorothy Kilgallen

SHOWS PROOF!

RUBBER-TOP

BY

Allen

AMERICA'S FINEST RUG CUSHION



"Rubber-Top by Allen More Than Doubles the Life of Your Rugs and Carpets . . . Here's The Proof"—Dorothy Kilgallen

The 2 photographs below are of 2 pieces of carpet—cut from the same roll—which were tested with the same number of revolutions on a U. S. Bureau of Standards regulation type carpet tester...see how RUBBER-TOP protected the one on the right.



Note how threadbare this carpet is — not protected by RUBBER-TOP.



Look at the difference! —This carpet protected by RUBBER-TOP.

SEE THE PROOF

For maximum walking comfort *plus* life-prolonging protection for all your rugs and carpets, insist on RUBBER-TOP by Allen. 44 oz. Terra Cotta Red—patented rubberized waffled top, ribbed rubberized back and shock absorber center.

Also ask your floor covering dealer to show you Allen RUBBER-LOC, America's Luxury Cushion—52 oz. Chlorophyll Green.

Allen—a leading manufacturer of automotive trim—also specially designed automotive upholstery and insulating padding.



Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

"A TREAT FOR WEARY FEET"

ALLEN INDUSTRIES INC., CARPET CUSHION DIVISION, DETROIT 7, MICH.

Old Church on Move CONTINUED



TYING UP TRAFFIC, the Mariners' Church noses out into Woodward Avenue, Detroit's busiest street. Track laying precedes church by a day's move.



BLESSING NEW SITE, Episcopal Bishop Richard Emrich presides at an outdoor Palm Sunday service, with church only 100 feet from its destination.



JOURNEY'S END is new foundation at right. When building is in place a bell tower will be added. The church will be used for occasional services.



\$2.

\$2.

\$2.

\$2.

ARBUTUS



\$2.

\$2.

FRAGRANCE



\$3. PAIR

\$2. PAIR

EMPRESS



THE PERFECT TOUCH
FOR EVERY SPRING FASHION

Coro
Jewelry

ALWAYS THE PERFECT GIFT

Available in the exciting new COLORAMA spring colors! At all leading stores or write, Coro Inc., New York 1.

60 INCH ROPE \$3.

PRICES PLUS TAX.



\$2.

\$3.

CAMBRIDGE



\$5.

\$5.

FANFARE



\$2.

\$3.

MONACO

\$3.



These Coro designs are being protected against imitation by Des. Pat. Pend. U. S. Pat. Off.



\$2.

LILY OF THE VALLEY

\$5.



\$2.

JASMINE

\$2.

© 1955 Coro Inc.

PRICES SLIGHTLY HIGHER IN CANADA.

AND NOW! FABULOUS "FOOD"

166-lb. Upright Freezer, and an 11 cu. ft. "Moist Cold"



FOODARAMA" BY KELVINATOR!

" Refrigerator, both in a cabinet only 47 inches wide



A NEW STAR is born in the foodkeeping field! From Kelvinator comes an entirely new concept in modern living. Here is the ultimate result of years of planning and more than four decades of appliance experience.

It is the fabulous FOODARAMA—without an equal anywhere.

Open one door to a whole new kind of luxury living—freezer living. Here is an upright freezer with storage space for 166 pounds of delectable meats and frozen foods.

Open the other door to the finest refrigerator built—11 cu. ft. of refrigeration that never needs defrosting—the magic of "moist cold" to keep food dewy-fresh . . . roll-out shelves . . . moisture-seal Crispers.

And in the doors themselves are the conveniences you've always longed for. In the refrigerator, there's the handy Breakfast

Bar for bacon, eggs and juices . . . Cheese and Butter Chests . . . bottle and jar storage. And in the freezer door an ice cream shelf . . . frozen juice racks . . . freezer wrap dispenser . . . and even an unrefrigerated place to store bananas. Here is *everything* you've ever imagined in a food keeper.

If you had designed a refrigerator-freezer combination to meet your own special needs and desires, it would have been the FOODARAMA. This last word in food keepers can be yours—at far less cost than a comparable separate refrigerator and freezer. Compare FOODARAMA against anything you've ever known. Better yet—own it and enjoy modern living in its very finest expression.

See FOODARAMA at your Kelvinator Dealer. Or write Kelvinator, Detroit 32, Michigan. In Canada: Kelvinator of Canada, Ltd., Toronto 15, Ontario.

8 Glamorous Exterior Colors to Choose From!

Bermuda Pink

Spring Green

Fern Green

Dawn Grey

Sand Beige

Buttercup Yellow

Harvest Yellow

Lagoon Blue

Select the decorator color that harmonizes with your kitchen decor—that blends with the wallpaper, paint, curtains and floor coverings. Color models have beautiful white and gold interiors. World-famous color consultants have selected FOODARAMA colors. New Kelvinator electric ranges, with disposable aluminum oven linings* and Bonus Broiler, are available in colors to match.

*Patent applied for.

Kelvinator

DIVISION OF AMERICAN MOTORS

MEANS MORE FOR AMERICANS

and Classic White—
of course

WATCH IT SHINE THE DEEP-DOWN COLOR BACK!

CLEANS AS IT SHINES
IN ONE EASY STEP!

Created by **JOHNSON'S WAX**
for today's more colorful cars

Makes blues bluer, reds redder, greens greener—deepens any color! Brings the original beauty back to fading colors—keeps new cars looking new. And Deep Gloss Carnu gives you these amazing results in one easy step—no pre-cleaner is needed. Simply rub it on—and 5 deep-cleaning agents remove dull road film,

grease and grime. After it dries to a haze—just wipe it off and it shines automatically without hard rubbing. And what a shine!—deep, brilliant color, sparkling through a tough mirror glaze. See it yourself on your car today. Shine the deep-down color back with Deep Gloss Carnu. (See our introductory free offer below.)



FREE! Generous supply of Rymplecloth with Deep Gloss Carnu at regular price.

OUTLASTS ANY AUTO POLISH KNOWN



CHOREOGRAPHER BUTLER KNEELS FOR A TV CAMERA'S-EYE VIEW OF CAN-CAN SCENE IN LAST ACT OF "OMNIBUS" PRESENTATION OF "THE MERRY WIDOW"

TOP DANCE MAN

Busy John Butler scales work to TV

The busiest choreographer in the ballet business today is a lean 34-year-old Mississippian named John Butler, who has designed and directed the dancing of his own troupe on such diverse television programs as the *NBC Opera Theater*, *The Kate Smith Show*, *Camera Three* and *Adventure*. He has done these, and many others, because he was the first to learn that the difference between a TV studio and a theater's stage can be turned to a dancer's advantage.

Working with seldom more than 16 dancers, because he believes no viewer's screen can hold more, Butler compensates for the loss of lavish spectacle by substituting minute gestures. Played close up to the camera, they achieve an expressiveness that would be lost in a theater. But spectacles are not beyond Butler. He once set the choreography for *Ice Capades*.

EVEN SHOW'S SINGING STAR PATRICE MUNSEL IS TAUGHT DANCE STEPS BY BUTLER →



FOR THE
FIRST TIME

*line line
writing*

AT

BALL PEN COST



1. Won't blur!
2. Won't run!
3. Won't spatter!
4. Won't skip!

The ball
is a half
the usual
size...

ONLY \$1.95

F. E. TAX INC

EVERSHARP

Small Ball

EXCLUSIVE!

DOUBLE PROTECTION CLIP



Press here to slip easily
in pocket. Point retracts
automatically. Stays
safely locked in—no
chance of staining
clothes. Try it! Then
compare it with clips
on other pens at any
price!



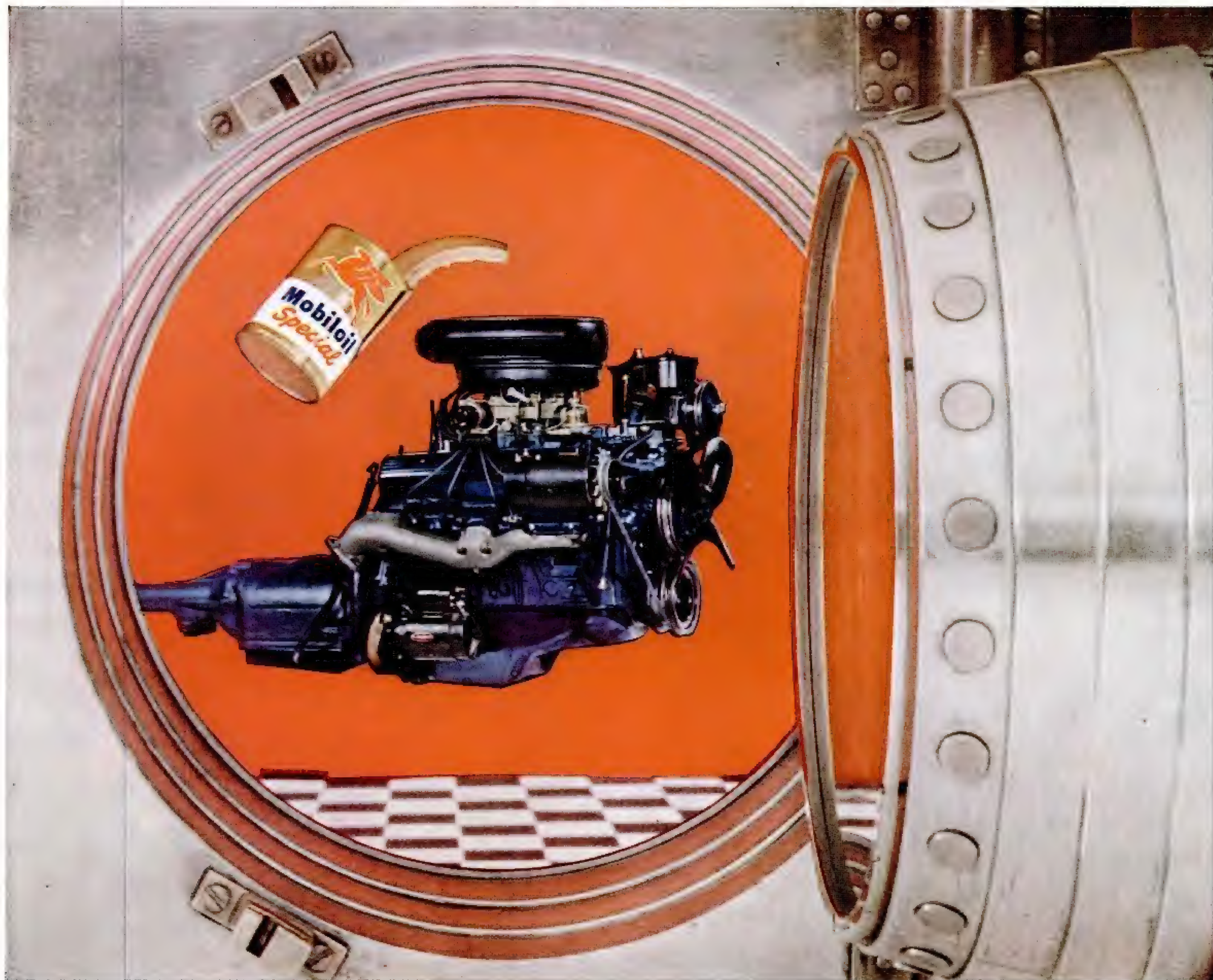
FURIOUS LEAP is made by Butler in studio rehearsal of TV fight scene for one of his rare appearances as a dancer.



THINKING PERIOD comes in midrehearsal as Butler works with dancer Dorothy Hill in planning next move.

DRAMATIC EXAMPLE is set by Butler stretching out on floor to show dancers position he wants them to assume.

CONTINUED ON PAGE 93



Count your car's engine among your valuables — *It's worth every drop of protection this special oil provides!*

New Mobiloil Special is *specially* made to protect your investment. It's the year-round oil you can trust in *any* season—*any* climate—*all* cars. Designed to lubricate with complete reliability, it works *constantly* to guard against costly repairs. New Mobiloil Special provides *extra* engine performance—quicker starting, smoother running, faster pickup, greater power. Change to New Mobiloil Special—*today*, or *any* day of the year—and judge for yourself.



BOOSTS GAS MILEAGE UP TO 23%

In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high-quality SAE 20 motor oil.

New Mobiloil SPECIAL

Sold at Mobilgas Stations, Garages, Car Dealers

Flavor Inning!



The best part of the game . . .
top of the flavor inning and the best
of all cereals is headed for
the plate! It's Sugar Crisp, the
honey-and-sugar coated cereal
that everyone cheers for! Bat a
thousand every breakfast . . . for goodness
sake—get **Post Sugar Crisp!**

A Product of General Foods

BASEBALL'S GREAT TED WILLIAMS SAYS

"KIDS GET THESE

MAJOR LEAGUE PATCHES FREE"

You'll find a colorful, sturdy cloth baseball patch in every special giant Sugar Crisp box. Each patch is 3 inches big! No sewing—just stick them on bikes, books, walls, clothing! Get Sugar Crisp and get going on your collection.

ONE PATCH IN EVERY SPECIAL GIANT SUGAR CRISP BOX



GESTURE OF HOPE is assumed by Butler, teaching his troupe's star dancer, 28-year-old Mary Hinkson, to match the positions of his head and hand.



MOMENT OF REST is grabbed by Hinkson after mastering the gesture. Butler sometimes rehearses her for 14 hours the day before a short TV show.

CONTINUED ON NEXT PAGE

30 HORSEPOWER!

A great new outboard motor leads the

Super-Quiet **SCOTT-ATWATER**

Bail-a-matic line for 1955!



THE BIGGEST THRILLS IN OUTBOARDING await you with the spirited new Scott-Atwater 30 H.P. This distinguished new motor packs the kind of power that pushes heavy hulls up to planing speeds—*right now!* It offers the matchless convenience of *Bail-a-matic* power bailing, and it's wonderfully quiet and smooth, thanks to *Hush-Spring* Mount, exclusive *Aquamute* Exhaust, and new Intake Silencer.

Brilliantly engineered and dynamically styled, the proud new 30 H.P. will give you years of richly satisfying performance and lasting pride of ownership.

Here are some of the other features of this superb new motor:



- Complete Shift with Safety-Zone Shiftlock
- Exclusive Free-Flow V-Valves
- Automobile-type Dual Exhausts
- Exclusive Ultra-Slim Aquablade Lower Unit
- Remote Control Connections
- Separate Stowaway Fuel Tank
- Convenient Snap-Off Hood
- Push-button Electric Starter and Choke (optional)

FIVE *Super-Quiet* SCOTT-ATWATERS

- 5 H.P.\$209.50
- 7½ H.P.\$235.50
- 10 H.P.\$295.50
- 16 H.P.\$345.50

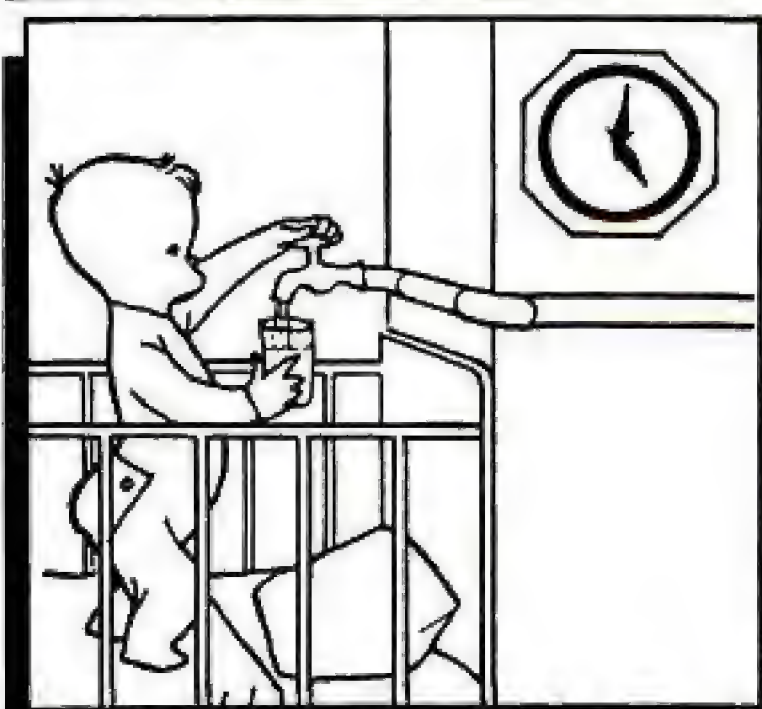
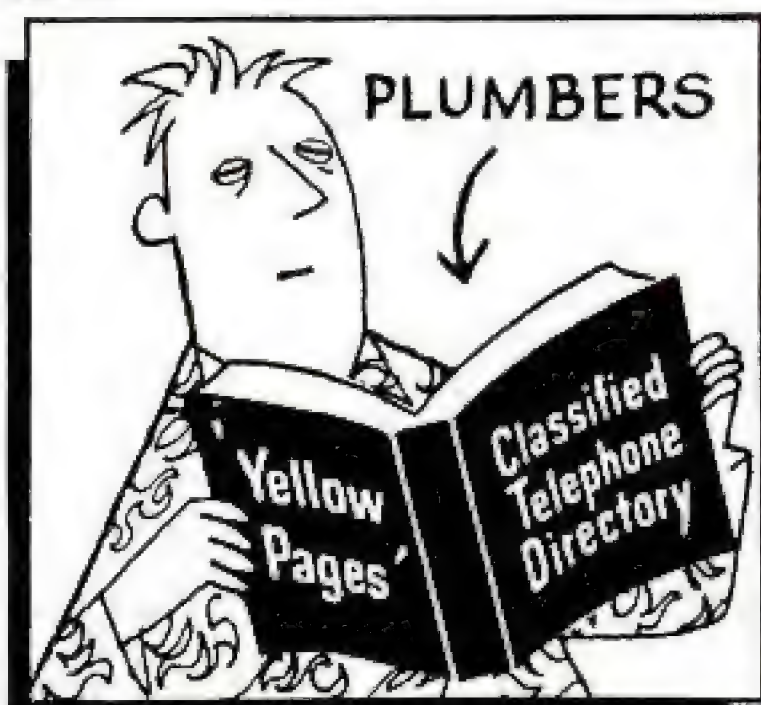
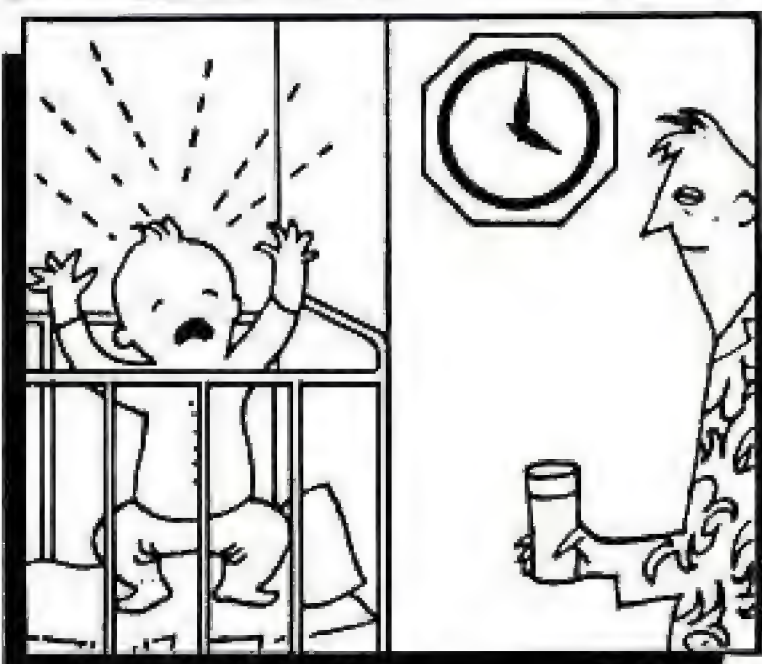
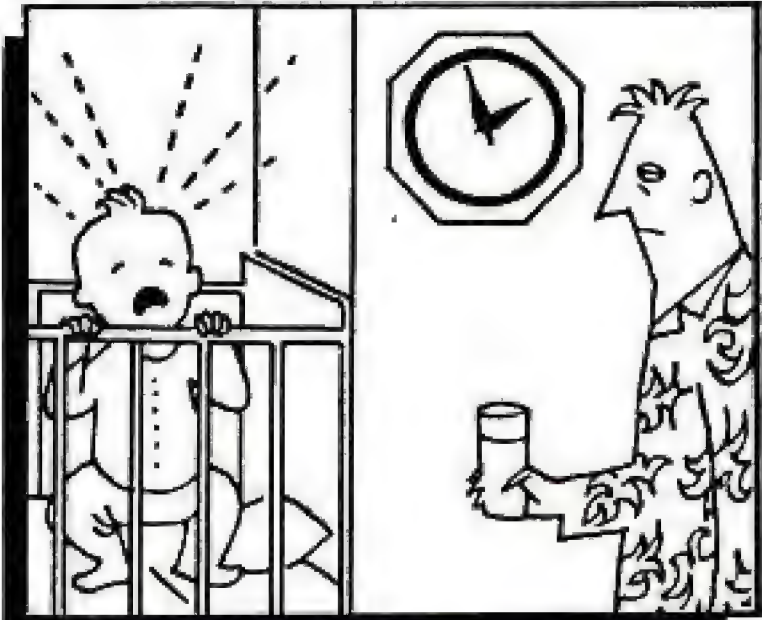
... and they all bail your boat!

(A husky 3.6 H.P. model also available)

See the whole Scott-Atwater line at your dealer's now—his name is in your phone book classified section. Or write for free 16-page booklet to Scott-Atwater Mfg. Co., Minneapolis 13, Minn., Dept. L-45A.

Prices FOB Factory and subject to change. Horsepower certified by OBC.

Looking for
Something?



FROM PLUMBERS
TO PHOTOGRAPHERS
WHATEVER YOU NEED



OUT IN OPEN amid torn-down buildings, Butler's dancers encircle the girl they believe is possessed of the "evil

eye" which brings misery to any person she looks on. Dancers had own misery, brought on by their bare feet.

DANCERS' SET HAS RUBBLE UNDERFOOT

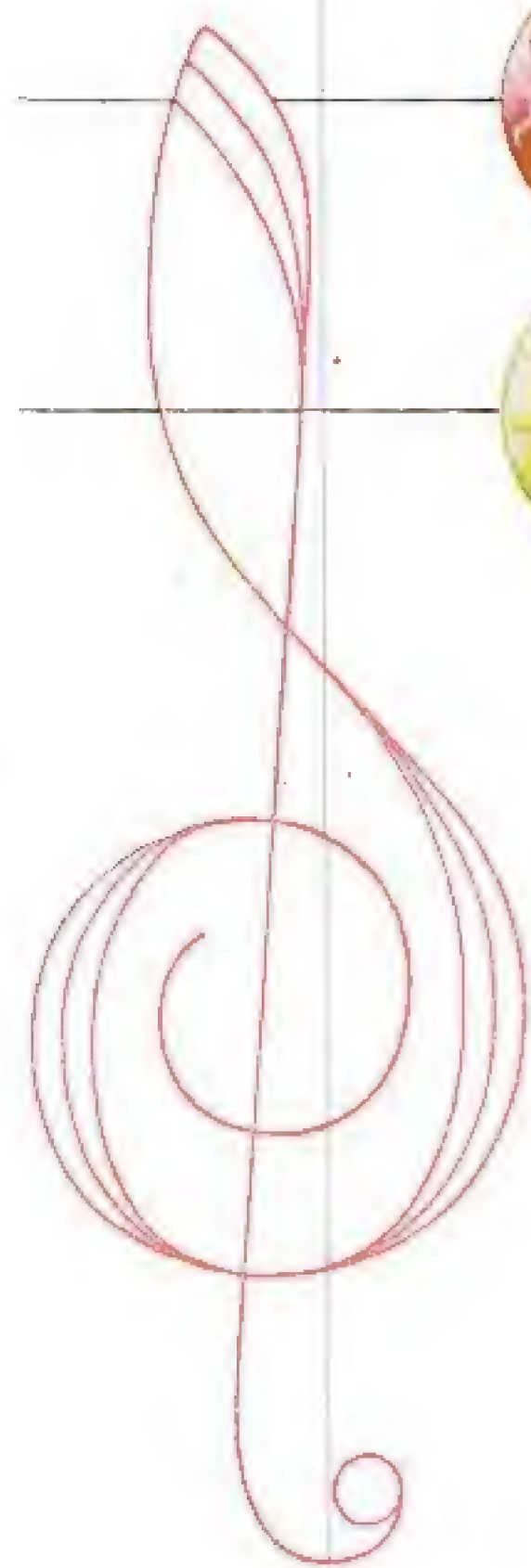
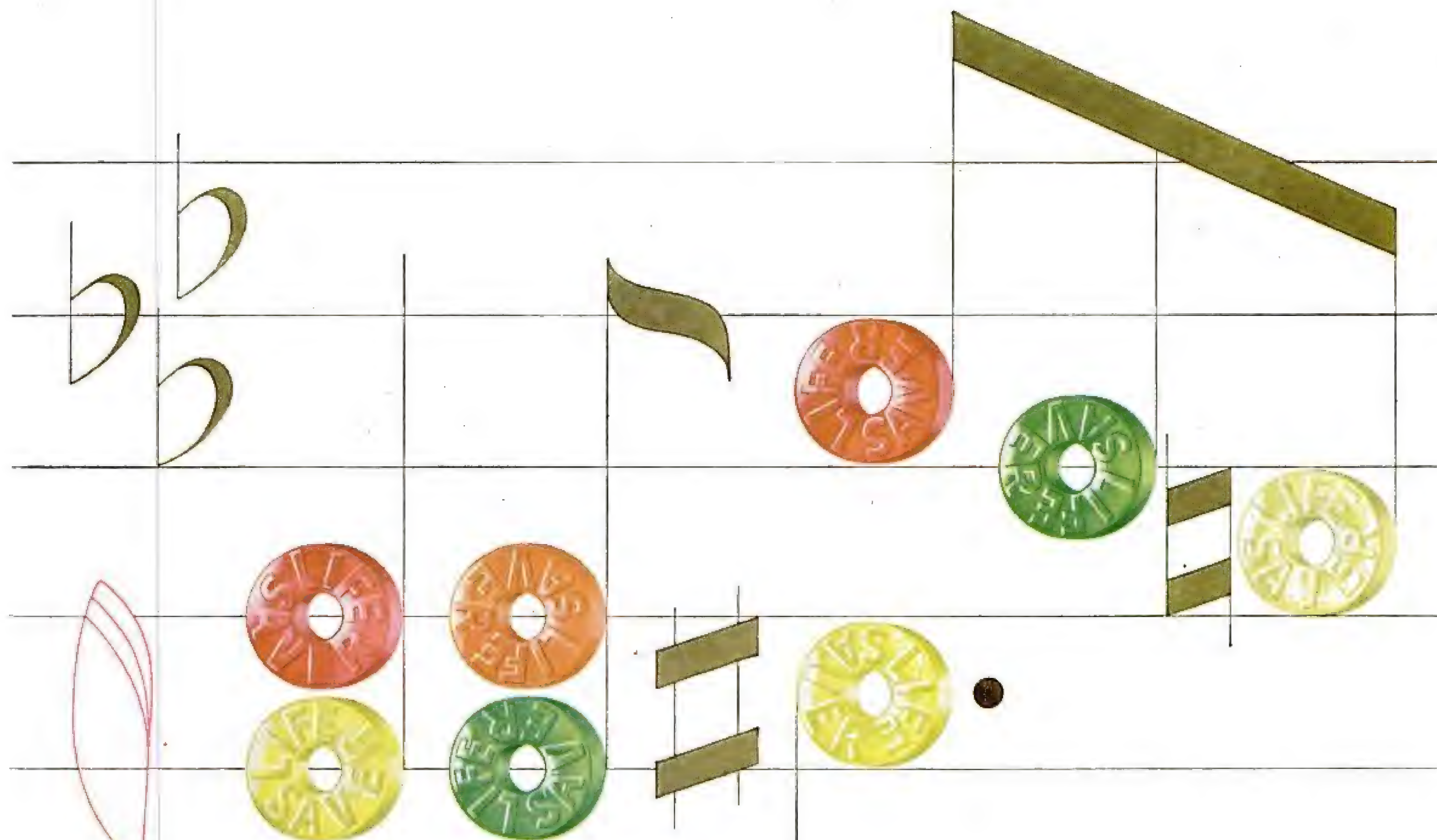
Realism, Butler believes, is what the dance needs more of, and to get a realistic setting no stage could provide he recently sent his dancers out scampering in the rubble of some torn-down New York tenements. For his ballet *Malocchio*, which means "the evil eye" and deals with the superstitions of an

impoverished community, Butler tramped off to a razed block on the lower East Side of Manhattan. There, with the dancers watching for broken glass underfoot, *Malocchio* was rehearsed for a TV film to be made on location. Without the set Butler and his company will perform it in Europe this summer.



BEHIND BARS, a convenient bit of setting left in a tenement window, the evil-eyed girl looks out on a trio of

tormentors, one of whom makes the sign of the devil's horns with her hand while the two others show contempt.



sweet and

low... ...still only 5¢



The candy with the hole



THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.



This man of action has chosen a Lincoln Capri Convertible in Cashmere Coral, with leather interior of Coral and Ermine White.

Look at the car—and you know.

Nowadays, you can tell the man by the *car* he keeps.

Obviously, the car you see here belongs to a person who likes to go places. And he likes to get there with a minimum of effort and a maximum of pleasure.

We had such a man in mind when the design of this 1955 Lincoln began. And we gave our designers and engineers a goal that we believe has been achieved.

The aim was this: to build a fine car with *action* to surpass any other car on the road—with beauty to match the tastes of Americans on the move who demand the finest.

In engineering terms—to build a fine car with an engine and transmission designed and built to work together as a matched team.

Lincoln achieves all this with its new *Turbo-Drive* and new high torque V-8 engine. They are especially designed and built to work together, giving you performance you never dreamed could exist in an automobile.

For the first time in any car, Lincoln gives you utter smoothness with ultra quick acceleration. Here is no jerk, no lag—just one unbroken sweep of power from zero to superhighway speed limits.

There are scores of other new technical reasons which have made



the man likes action

some call the new Lincoln "the engineer's dream." Among them a new camshaft, a new, improved ball-joint front wheel suspension, and a new dual-exhaust system.

We suggest that you leave it at this. If you want a car with performance far ahead of its time—a car that says so much about your own good taste and good judgment—the new 1955 Lincoln is for you.

Prove it to yourself with a visit to your Lincoln dealer, to look at a new Lincoln or Lincoln Capri—and to drive one.

LINCOLN DIVISION • FORD MOTOR COMPANY

LINCOLN

for modern living
for magnificent driving

World's Fastest Cooking... And What A Value!

Hotpoint

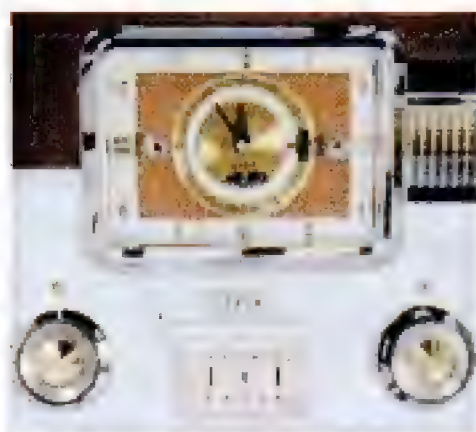
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New Budget-Priced Hotpoint Outmatches De Luxe Ranges Costing Far More!

HERE'S a range you can't match *anywhere*—at anywhere *near* its low price . . .

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Only Hotpoint, the *world leader* in electric cooking, could possibly offer you so *much* value for so *little* money. Be sure to see this beautiful new Hotpoint RB65 Electric Range before you buy.*

*Dealers are listed in most classified phone directories.



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Easy to win—nothing to buy! Over 5000 prizes—including 4 fully furnished homes, 50 complete Hotpoint all-electric combination kitchen-laundries, 5000 famous Hotpoint appliances. See your Hotpoint dealer for entry blank.

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Every Week on TV!



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Hotpoint Co. (A Division of General Electric Company), Chicago 44.



STEADYING HIMSELF ON THE GYPSUM CHIN, A TECHNICIAN POKES DEEP INTO THE MOUTH OF A 6-FOOT-HIGH PLASTER HEAD AT THE COLOGNE HEALTH MUSEUM

AN INSIDE JOB ON A BIG MAW

A plaster head gets a checkup

Confronted with a problem of unusual oral magnitude, the conscientious ear, nose and throat man above went at his task in a straightforward way. He poked his head into the mammoth maw for a firsthand look at a questionable epiglottis. It was safe enough since the head belongs to a plaster anatomical model, and his only aim was to find out whether the painters had used the right shade of pink in the mouth's interior.

The head is one of the startling exhibits

at the German Health Museum near Cologne, where a team of technicians lovingly labor over delicate and detailed enlargements of body organs (*next page*) for traveling health exhibits. U.S. museum-goers are familiar with their work through a series of elaborate transparent plastic women which are on exhibit in this country. But the Brobdingnagian head, when it is finished, will remain in Germany, where it will stand before awestruck visitors emitting an inaudible and interminable "Aaah."

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shrink
from
comfort!



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Only knit underwear—labeled REIS PERMA-SIZED—guarantees THE SIZE YOU BUY IS THE SIZE IT STAYS!

Only REIS PERMA-SIZED—the exclusive shrink-resistance process—has the stamina to withstand laundering after laundering, even in automatic washers and dryers.

Laboratory tests prove this! The REIS money-back guarantee stands behind it! For lasting comfort, at long last, insist on REIS PERMA-SIZED underwear and knit sportswear!

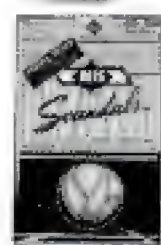
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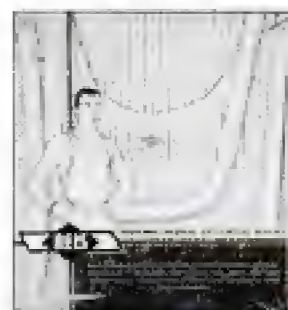
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T-SHIRTS
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ATHLETIC SHIRTS
\$1.00 AND UP

Big Maw CONTINUED



REAR OF GIANT HEAD is cut away to show a cross section of the brain, ear and throat. The model weighs 132 pounds, took nine months to build.



EMBRYO ROW, showing five stages of prenatal growth, stands behind the chief sculptor Franz Tschackert who is finishing 9-month-old fetus in plaster.



MAMMOTH INTESTINE, 1,000 times actual size, is a section showing enlarged blood vessels and knobby villi, which extract nourishment from food.

NOW!

Together at last...to Last a Lifetime!

FLINT WITH Genuine Pakkawood

TRADE MARK

The world's Finest Blades now have the world's most Luxurious Handles!

FLINT vanadium stainless steel blades with their high carbon content have been recognized for years as the world's finest—the standard of cutlery quality!

FLINT cutlery is hollow-ground to take and hold a keen, sharp edge that makes you quick and deft at carving, cutting, or slicing! And now Ekco has combined those world famous Flint blades with the world's most luxurious handles—handles made of *genuine* Pakkawood*

Pakkawood is unlike any other wood.

You can't stain it!

It's impervious to burns!

It will not support disease-carrying bacteria! It looks like and stays like the finest hand-rubbed imported woods through countless washings through years of use! Pakkawood* handles last as long as Flint vanadium stainless steel blades!

Pakkawood* handles are now a feature of all Flint knives in sets or open stock. Available wherever fine housewares are sold in the United States and Canada.



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*Pakkawood is owned and manufactured exclusively by Ekco!

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9" Roast Slicer \$2.95

FLINT STAINLESS VANADIUM U.S.A.

9" Serrated Edge
Bread Knife \$2.95

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8" Steak Slicer \$2.75

FLINT STAINLESS VANADIUM U.S.A.

8" French Cook's Knife \$2.75

5" Utility Knife \$1.39

3" Paring Knife 98¢



WHAT THE LIFE INSURANCE BUSINESS

For them—it was Life Insurance

“... and now,” chuckled great-grandfather when he bought his policy, “I’ll be sure to live to ninety-nine.”

When a man bought life insurance — back in the mid-19th century — he figured he had to die to win for his family.

He also had to stay pretty close to home. Traveling into Indian Country, or South in summer when malaria was rife, was out of the question — without permission. He was even obliged to secure written permission before booking passage on the high seas.

Life insurance then was a relatively new product.

It emphasized a single need — protection for the family if the breadwinner died. And, in great-grandfather’s day, many a man was excluded even from this basic protection because of his occupation.

HOW CHANGE CAME ABOUT

Today Americans have new needs. They think in terms of getting more out of life — for their families and for themselves as well.”

The great life insurance companies have met this challenge by constantly improving and liberalizing

IS DOING FOR AMERICA:



For them—it is Living Insurance

their policies to fulfill modern *living* needs — as well as to protect the family in event of death.

Thus, *life insurance has become Living Insurance*. And today's policies resulting from this new concept are available to almost every man, woman and child in the country.

WHAT IT DOES FOR PEOPLE

Now families look to Living Insurance not only for basic protection, but to help safeguard their financial resources, to give them a source of funds in time of

sickness and trouble, to strengthen their business, to give them retirement income, to help them educate their children, and even to protect the very roof over their heads.

The Equitable is proud of its role in giving Americans and their families the security and lifelong self-reliance which is possible with *Living Insurance*.

The **EQUITABLE** *Life Assurance Society of the U. S.*

HOME OFFICE: 393 SEVENTH AVENUE, NEW YORK 1, N. Y.



THE BLUE GRASS COUNTRY

A beautiful part of old Kentucky flourishes as horse farmers prosper

Photographed for LIFE by BRADLEY SMITH

On the immaculate, fence-lined pastures of the 200 horse farms in the Blue Grass country of Kentucky this spring, 2,700 wobbly newborn foals will take their first uncertain steps. On their legs, shaky and unsure, rests the future of a great U.S. sport and industry. Big-scale breeding of horses, once the expensive diversion of a few well-heeled millionaires, has now become a flourishing business. Now that tracks in 26 states permitting racing are distributing nearly \$70 million in prize money there is no satisfying the demand for horses bred to win, and no place in the world is better equipped to produce them than the 1,200 square miles of fertile field surrounding Lexington, Ky.

The lush bluegrass (the natives swear its seed-bearing stems have a bluish-lavender tint in early June), growing on a foundation of

limestone, is rich in phosphorus and calcium, excellent for building the bones, muscles and tendons of young horses. To insure a precocious progeny, the diligent horse farmers in the Blue Grass have assembled there the greatest concentration of blooded stallions in the world. Each racing season the offspring of Blue Grass breeding win \$35 million on race tracks of the world. Last summer a selection of 344 Blue Grass yearlings brought an average of \$10,000 each at the annual Keeneland sale.

In character and custom the Blue Grass country reflects not only its present prosperity but also the habits and grace of a leisured past. The affluent breeders live elegantly in porticoed mansions, many of which have been standing since before the Civil War. Hunt breakfasts are fashionable and society revolves around the horse.



← **IN GRACIOUS COMFORT** of his 169-year-old southern colonial home, Manchester, Breeder Duval Headley (*right*) entertains friends at a famous Blue Grass country Sunday afternoon activity—looking over the new crop of yearlings.

IN FERTILE FIELDS mares and foals at 1,500-acre Spendthrift farm graze together (*foreground*) while the stallions, who might fight another to the death if not separated, stand one to a field (*background*). White mare is Boudoir II.

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A CONTENTED YEARLING, which sold for \$50,000 after this picture was taken, grazes lazily.

A springtime crop of skittish foals

The horse farmer brings in his crop in the spring when his brood mares drop their foals, the rambunctious creatures (*right*) who in the short span of two years may be paying off at the races. In the carefully timed thoroughbred breeding process, a springtime birth is deliberately planned. The newly foaled colt thus avoids the extreme winter cold and attains maximum growth before reaching its first birthday which, in the case of thoroughbreds, is always the first of January after birth.

Among the prized colts are the offspring of Nasrullah (*left*), one of the leading stallions of the Blue Grass country. He was imported from England for \$350,000. Last year 14 of Nasrullah's first American get went to the races and won a total of 31 firsts and \$620,000 in prize money, an all-time record. One of them, Nashua, was the two-year-old of the year and is a favorite in the Kentucky Derby next month.



A CURIOUS FOAL, investigating his surroundings, reaches over a fence to nuzzle some leaves.



THE GRAZING SPREAD is inevitable posture of hungry colt, necessary because they are born

with their legs within an inch or two of full adult length but with necks and bodies smaller.



TRYING HIS LEGS, a spry 3-month-old colt satisfies the craving for speed bred into him by

galloping in his pasture. He was haltered when few days old—man's first disciplinary measure.



HEARTFELT EPITAPH eulogizes stallion who won 19 races in 25 starts in 1890s, earned \$193,550, record for an American horse at that time.

Sentiment and heritage, monuments and mansions

The stately old houses of the Blue Grass, among the finest in the South, were built by men who owed their prosperity to crops like hemp and tobacco and to whom racing horses was strictly fun. Many were settlers who came down the Ohio River from Pennsylvania, overland from Virginia and the Carolinas. Most of them, especially the Virginians, emulated the genteel life of the horse-loving English gentry. Some houses were built so lavishly that in the day of high taxes they could not be maintained and, like the elegant mansion Green Hills (*right*), had to be torn down. Though some descendants of the early settlers still maintain great ancestral houses, more and more affluent outlanders have moved into the Blue Grass. One thing unites all in the Blue Grass—their love of the horse. It finds its ultimate expression in tributes dedicated to noble horses (*above*) and inscribed on their tombstones.



GREEN HILLS, once the magnificent 25-room mansion of copper tycoon James Ben Ali Haggin, was torn down in 1929, but the handsome columns, steps and



WEST WIND is name recently given Old Grimes house by new owner, St. Louis Reinhardt of Chicago. It was built about 1810 of limestone, native material utilized by settlers as an alternative to brick.



carved lions were left standing as a monument to the sumptuous grandeur of an earlier era. It is now part of the farm of Max H. Gluck of New York City.



PLEASANT LAWN, ancestral home of Rogers family, built in 1824, is now being restored, will be reoccupied this summer. The bricks in the columns of recessed portico were handmade by slaves.

MOUNT BRILLIANT, one of handsomest homes in the Blue Grass country, was built in 1792 on land deeded by Thomas Jefferson, was named after Patrick Henry's estate, is now owned by Mrs. L. Haggin.

CONTINUED ON NEXT PAGE



Trotters and pacers and show horses too

Among the men who know horseflesh best, Blue Grass standard-breds—trotters (*above*) and pacers—and Blue Grass saddle horses (*right*) are among the world's finest animals. Biggest Blue Grass breeder is F. L. Van Lennep's 1,250-acre Castleton farm. From its pastures came Mainliner, 1951 Hambletonian winner, and Wing Commander (*right, above*), greatest show horse in history. In the

last five years Castleton shared \$4.5 million from sales of standard-breds—descended from thoroughbreds but bred and trained for harness racing instead of running under saddle. Although all three types of horse farmers revere the horse, they have little to do with one another. "Harness racing?" snorted one breeder of thoroughbreds. "I'd sooner read *Gone with the Wind* again than go to the trots."

Blue Grass Country CONTINUED



WORKING TO A CART, Wing Commander, the greatest five-gaited horse of all time (LIFE, Oct. 4),

is kept hard and trim by Trainer Earl Teater. Now standing at stud, he will be shown again in the fall.



HOUNDS IN TRAINING—a breed developed in Kentucky called Walkers—are lead through a field

by W. Fauntleroy Pursley, Joint Master of the Iroquois Hunt, as he teaches them to obey commands.

IN THE STABLE YARD at Lexington trotting track where he was led by his groom, a trotter partakes of the fresh warm air and sunshine. He wears a light linen sheet for protection against the flies.

WORKING UNDER SADDLE, with Teater up, five-gaited Sparkling Cardinal practices the trot. Sold for \$10,000 last fall, he was shipped to South Africa where his new owner will enter him in shows.



CONTINUED ON NEXT PAGE



THE PADDOCK at the Keeneland track is kept like a park. Sitting on benches or under shade trees, 2,000 race-goers can watch at close range as the trainers saddle horses and instruct the jockeys.

THE HOMESTRETCH → takes a field of seven racing for the wire past 100-foot-long living sign of yew hedge. Almost every race at Keeneland is a "cup" race, the winning owner getting julep cup.

Keeneland, the horseman's own track

The men who make a business of breeding thoroughbreds also enjoy the sport of racing them at their own track—a picturesque 1½-mile oval called Keeneland in the heart of the Blue Grass. It was built by horse lovers in 1936 as a nonprofit venture. There is little hustle, bustle and blatant

commercialism of big-city tracks; instead, with its spacious saddling area (*above*), rolling lawns and verdant shrubbery, it maintains the atmosphere of an oldtime riding club. But with many of the best-bred horses making up the fields, the racing here is as keen as anywhere in the country.



JOCKEYS UP, the horses are led out through the gate of paddock and onto the track for next race in spring meeting.

TWILIGHT SCRUB, given in evening to horse which had → raced in the afternoon, makes this one glisten in the dusk.





The Parker touch



Light, silken, pressureless...the touch of Parker's new *ep* Pen

The all new Parker "51" Pen writes with the world's first perfectly smooth pen point, Parker's Electro-Polished point. It's so superbly easy that even after hours of writing your hand feels rested.

The secret? Parker's new point finishing process. Electro-Polishing removes even the tiniest roughness from the point—and with it, every trace of resistance.

Writing ease is only half of this new pen's beauty. Parker design has eliminated all but one moving part. There are no extra gadgets,

not even a rubber ink sac, to wear or fail. You fill it with just two fingers. Try the Parker touch at your pen counter. Parker Electro-Polished pens start at \$5.00.

The perfect touch for gift giving! See the luxurious new Parker Electro-Polished Pens, with matching Jotter ball points in the Parker Smart Set, \$8.95 up.



The Parker Pen Company



SET SIDE BY SIDE, STATUES SUGGEST CHORUS LINE OF DANCERS. MODEL FOR SCULPTURE WAS IN FACT A DANCER WHOM DEGAS PORTRAYED IN CASUAL POSE

Which Degas Is the Duplicate?

ONE OF THESE STATUES IS WORTH \$8,000, THE OTHER SELLS FOR \$75

The two statues above appear to be twins, but one is worth \$8,000 the other a mere \$75. Both are replicas of a sculpture modeled by the great 19th Century French artist, Edgar Degas. One, however, is a rare bronze cast made from the original wax statue by Degas. The other is a recent reproduction made from the bronze cast.

The bronze, shown at left, is the possession of the Baltimore Museum of Art. The copy is one of hundreds now on sale in museums and stores

across the U.S. It is made of Alvastone, a synthetic material developed by Alva Studios in New York which can simulate bronze, marble, ivory, slate, wood or volcanic rock. Since 1949 Alva Studios have used it to make exact actual-size reproductions of more than 260 works of art in museums and private collections both here and abroad. The reproductions, which range from two inches to two feet and from \$2 to \$75, include everything from 5,000-year-old idols to 20th Century abstractions.



The tennis player's flashing racket strikes the ball with an explosive "poing" and smashes it across the net—at 120 m.p.h! That's *speed you can see*—just as you can see the disintegrating speed of a Bayer Aspirin tablet when you drop it in a glass of water. It starts to disintegrate *so fast you need a stopwatch to time its speed!* Since the same thing happens in your stomach, this is one reason Bayer Aspirin gives you



Amazingly fast relief from
NEURALGIA
NEURITIC PAIN
HEADACHE

Bayer Aspirin's ability to relieve almost any kind of pain is well known to the medical profession. It is used by millions for fast relief—not only from headaches and pains of neuritis and neuralgia—but from muscular pains, discomforts of colds, and as a gargle for throat irritations. Bayer Aspirin is also used by many people who want to sleep at night, but are unable to because of some minor physical discomfort.

When you buy aspirin, get the best. And the best aspirin the world has ever known is Bayer Aspirin.



Feel Better Fast—Use
BAYER  **ASPIRIN**



MAKING A COPY of a 1,600-year-old Egyptian bronze cat, worker at Alva Studios pours liquid Alvacast into rubbery mold which is encased in plaster.



UNVEILING CAT, worker pulls the rubbery mold off the hardened copy. The mold was made from original cat in the Louvre. Copy sells for \$27.50.



COLLECTION OF COPIES includes art from Egypt and Greece (top row), Asia and Latin America (middle row), Africa, Italy and France (bottom row).

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THE DESIGNER, Miss Parnis, manages a smile about the dress incident. Mrs. Eisenhower is steady customer.



IN RECEIVING LINE Mrs. Eisenhower stands with Mrs. Walter F. George (*left*), Mrs. John L. McClellan.

BLUE-GREEN ON THE NATIONAL SCENE

The most talked-of dress of the spring season is a full-skirted shirtwaist of electric blue and emerald green, called Model 448 by its designer, Mollie Parnis of New York. Its fame, however, has produced a mixture of pleasure and dismay for its designer and for the several score ladies over the U.S. (*see following pages*) who paid about \$90 for it.

Number 448 gained front-page newspaper prominence through a coincidence that placed two copies in excruciating juxtaposition at a reception given by Senate wives for Mrs. Eisenhower. One copy adorned Mrs. Durries Crane. The other was worn by the guest of honor. When they met, they reacted with gallantry, each commenting on the attractiveness

of the other's 448. As it turns out, a worse crisis was averted only by the last-minute decision of a third guest, Mrs. Bulkley Griffin. She too owns a 448 but elected to wear something else.

Actually, the First Lady's dress came about as close to exclusivity as ever happens these days with a wholesaler's line. Designer Parnis cuts as many as 3,000 of a good seller. She had only 1,000 yards of the silk taffeta, and cut just 165 dresses from it. Mrs. Eisenhower bought her dress by direct order, specifying that a bow be added at the neck. "I would just like to drop dead," said a mortified Miss Parnis, finding what consolation she could in a flurry of business the incident brought.

FROM WASHINGTON D.C. TO STATE OF WASHINGTON



IN WASHINGTON, Mrs. Crane shows dress, with added bow, at home. When she greeted First Lady at party, she tried to hide dress with mink cape.



IN SPRING VALLEY, Washington suburb, Mrs. Griffin (*right*) compares 448 she did not wear to party with that of a neighbor, Mrs. Philip Allen.



IN SEATTLE, Mrs. Anchor Jensen's new dress is admired by son. She rarely buys costly clothes, decided last month "to blow myself to a treat."



AMID NEWS STORIES ON THE INCIDENT, MODELS SHOW MRS. EISENHOWER'S DRESS. THESE, FROM BONWIT TELLER, ARE BOWLESS VERSION MRS. CRANE WORE



Aunt Jemima legend

Coax as long as they might, guests at Colonel Higbee's plantation never could get from Aunt Jemima the flavor secret of those wonderful pancakes.

What Aunt Jemima would never tell them...she got her matchless flavor with a blend of four flours



Wheat, corn, rye and rice flours were blended in the treasured Aunt Jemima recipe to give the tenderest, best-tasting pancakes anyone ever had.

Today, Aunt Jemima Pancake Mix is faithful to that recipe. It's produced now, of course, with all the advantages of modern milling methods.

Over the years as other pancake mixes have come and gone, none ever made pancakes with such *flavor* as the Aunt Jemima brand. Really, it's true: You can't duplicate in a homemade batter or get with any other mix the matchless flavor of Aunt Jemima pancakes. For a special treat team up that flavor with fresh asparagus in the delightful springtime way shown here.

ASPARAGUS ROLL-UPS. Prepare pancakes according to Deluxe recipe on the Aunt Jemima package. Roll each hot pancake around several spears of cooked asparagus. Serve with cheese sauce. Garnish each roll-up with a strip of pimiento or sprinkle with paprika.

IT IS WORN FROM NORTH TO SOUTH



IN CHICAGO, Mrs. H. Stanley Wanzer, a young grandmother, likes colors in frock, calls it her "Mamie dress."



IN ST. LOUIS, Mrs. Sam Fredman keeps spaniel's paws off dress. She sympathized with Mrs. Eisenhower, once had same experience.



IN DETROIT, Mrs. Harry A. McDonald Jr., an investment banker's wife, bought her dress in March, wore it for the first time on Easter.



IN NEW ORLEANS, Mrs. Stephan Kinzel plans to wear her dress to a party. Several were sold in the city's stores.

CONTINUED ON PAGE 124



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2. ✓ Exclusive Symphonic Tone. "Speaking Picture" ... Tri-Fi* Sound Reproduction.
3. ✓ New Cluster Controls. Real Finger-Tip Tuning—quick, easy, exact.
4. ✓ New Dualtone Control. Separate bass and treble controls for wide-range tone response.
5. ✓ Great New Comet Chassis. Power and Performance "Out of This World."

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© By Polaroid Corporation. * Registered by Capehart-Farnsworth Company. ** Suggested retail price. Prices slightly higher in the South and West.



The VENUS (Model 23T215BD).

3 Speakers. Exclusive Capehart Polaroid® Picture Filter System with 21-inch aluminized picture tube. Cluster Tuning Controls and Dualtone Control. With "All-Channel" Tuner at slightly higher cost. \$289.95** (In mahogany—legs extra) \$309.95** (As illustrated—in bisque)



The JUPITER (Model 22C215MD).

Exclusive Capehart Polaroid® Picture Filter System. 21-inch aluminized picture tube. Tri-Fi* 3-Speaker Sound reproduction. Dualtone Control and Cluster Tuning Controls. With "All-Channel" Tuner at slightly higher cost.

\$339.95** (In mahogany)

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana
A Division of International Telephone and Telegraph Corporation



You're neater no

SLACKS of "DACRON" and WOOL

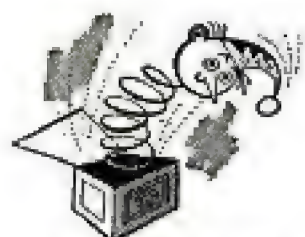
The practical *extras* of "Dacron" are being combined with traditional wool to make exceptionally fine slacks! The inherent resilience of "Dacron" polyester fiber helps slacks resist unsightly creases, shed wrinkles . . . look their best longer! In many handsome styles, colors.

SLACKS of "DACRON" and RAYON

A high percentage of "Dacron" adds lasting neatness to rich-looking rayon . . . makes possible slacks that can stay pressed and presentable even through humid or wet weather! You'll find slacks of "Dacron" and rayon in many styles and colors, and they're inexpensive, too.

in SLACKS with the

EXTRA RESILIENCE



For bounce-back wrinkle recovery

EXTRA SHAPE RETENTION



For non-baggy knees even in wet weather

EXTRA PRESS RETENTION



For a long-lasting smart crease

EXTRA EASY CARE



For less upkeep . . . greater savings

Slacks should allow you to *feel* at ease, *act* at ease and *look* at ease—not wrinkled and rumpled. That's why it's so important to look for the practical *extras* of "Dacron" in the slacks you buy!

"Dacron", a man-made fiber, has *built-in* resilience. It helps your slacks resist wrinkling and sagging—speeds their recovery to freshness after a hard day's wear! Once "Dacron" is pressed, it tends to *stay* that way. And its moisture resistance helps keep dampness or actual rain from destroying a crease.



matter what you do

SLACKS of 100% "DACRON"

"Dacron" is used alone in slacks to give you *maximum* wrinkle resistance, press retention and durability. And many spots can be washed off without leaving a ring! These advantages make slacks of 100% "Dacron" ideal to wear when the going is toughest!

WASH AND WEAR SLACKS

"Dacron" makes possible slacks you can wash and wear—with little or no pressing needed! For "Dacron" holds a press even when it's wet! You'll find these slacks in 100% "Dacron", "Dacron" and cotton and "Dacron" blended with other fibers in smart weaves and cords.

extras of "DACRON"

This year more and more slacks makers are offering you the *extras* of "Dacron"—combining its practical advantages with good styling, handsome new colors and textures—in slacks for men and boys.

Look for the *extras* of "Dacron" when you buy. Naturally, you'll find these *extras* are more noticeable in well-made fabrics with substantial "Dacron" content than in fabrics with only small percentages of "Dacron"* polyester fiber. Let your favorite clothier be your guide to quality.

*"Dacron" is Du Pont's registered trade-mark for its polyester fiber.

Du Pont makes fibers—not fabrics or garments.



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DACRON® WRINKLE-RESISTANT FIBER

ONE OF DU PONT'S MODERN-LIVING FIBERS



Look your best . . .
in comfort!

Slacks with the extras of Dacron

HAGGAR
Slacks

Haggar
55% Dacron 45% Wool
Tropicals

These good looking,
comfortable slacks
combine the practical
extras of *Dacron*
with traditional wool.
They resist unsightly
creases, shed wrinkles,
look their best longer.

About \$12⁹⁵
Other Haggar Slacks,
\$6.95-\$14.95



Eddie Mathews,
star Milwaukee
Infielder, says:

"Mix and match
Haggar Slacks with
Sport coats and Sport
shirts - have *more*
good looking outfits."



HAGGAR COMPANY • DALLAS

Blue-Green on Scene CONTINUED

WESTERNERS WHO WEAR IT LIKE IT



SOCIAL WORKER, Mrs. Ernest Hahn of Los Angeles,
likes the design, is glad President's wife buys U.S. clothes.



JEWELER'S WIFE, Mrs. Archie Symons of Bend, Ore.,
says dress has special appeal because it is like First Lady's.



POLITICIAN, Mrs. Ramsey Harris, Denver Republican
who lost 1954 Congress race, likes Mrs. Eisenhower's taste.

Just one way to find out . . .

Take command...get the thrill first hand!

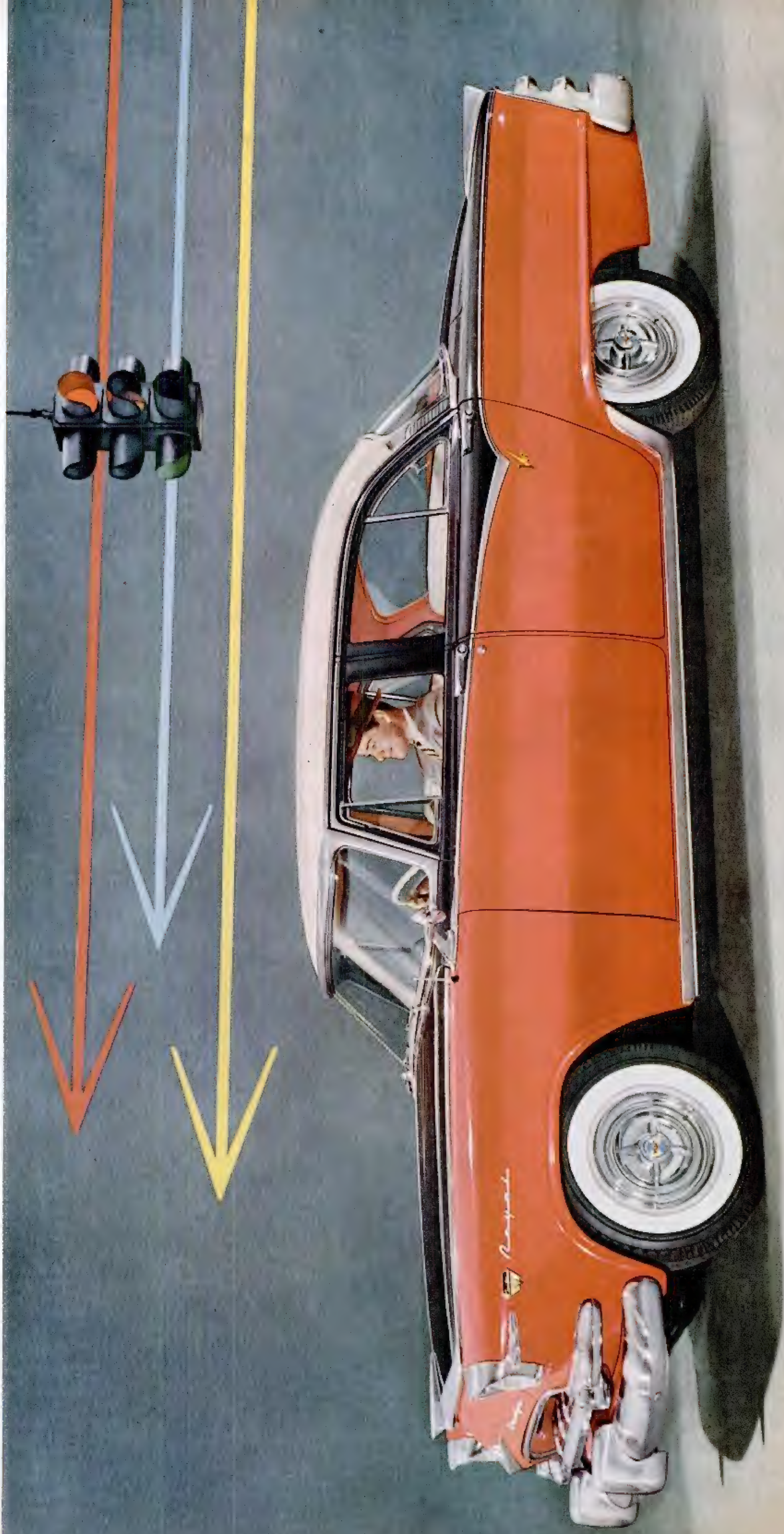


It's dashing! It's dazzling! But don't think for a minute that *flair-fashioned beauty* is the whole Dodge story! Along with its luxury-car length and brilliant style, this new Dodge packs the greatest *thrill of command* on the road today. It more than lives up to its looks in surging power, unbelievable handling ease. It is *dependable* as only a Dodge can be dependable. Want to find out? *Take command...get the thrill first hand!*

Drive the New

DODGE

Daringly new for Spring! Dashing Custom Royal Lancer four-door . . . the flair of a hardtop—the roominess of a sedan.



WIN THIS



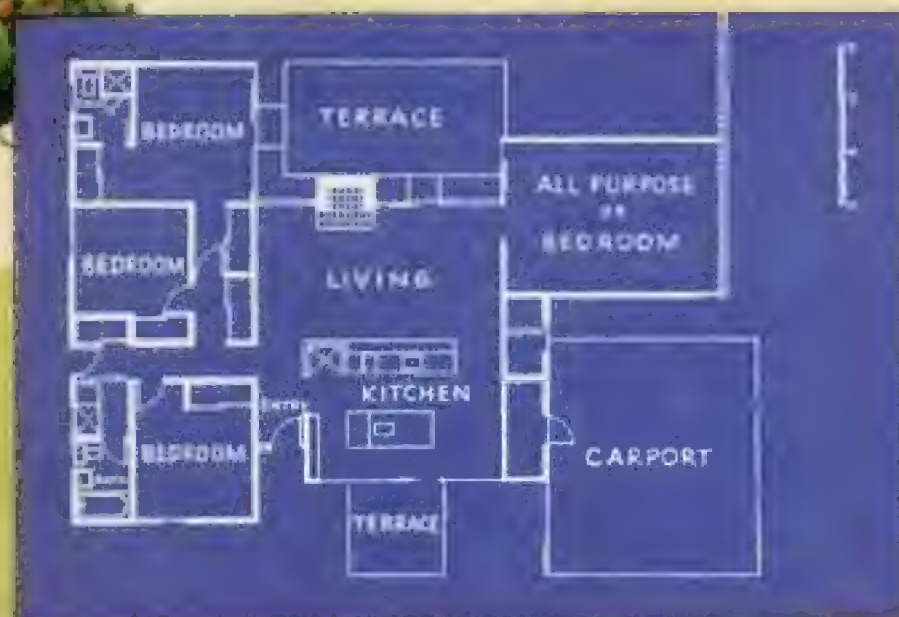
TAINA ELG

Featured in M-G-M's Cinemascope Color Hit

"THE PRODIGAL"

See "THE HOUSE THAT HOME BUILT"
on NBC-TV'S
"HOME" Show weekday mornings.

Design by A. Quincy Jones & Frederick E. Emmons, Architects, for the National Association of Home Builders.



Now's the time to try Armour Star Pantry-Shelf Meats!

Armour Star Corned Beef Hash—lots of lean Armour corned beef makes it America's favorite.

Armour Star Spaghetti with Meat—lots of braised lean beef with tender but firm spaghetti, in a rich tomato sauce—all seasoned the subtle way with fine imported spices.

Armour Star Beef Stew—all the meat is braised Armour beef chuck.

New! Armour Star Chili—Armour cooks use nearly half-a-pound of tender beef to make each and every tin.

Armour Star Corned Beef—Cooked for full-flavor. Lean and tender, mild and sweet as quality corned beef should be.



Armour Star Deviled Ham—3½ ounces of sweet-cured smoked ham...delicately seasoned, easy to spread.

Armour Star Chopped Ham—All sweet-cured Armour ham, smoked over fragrant hickory fires, chopped and shaped for sandwich convenience.

Armour Star Treet—Sweet-cured Armour ham and tender pork shoulder—cooked and ready to eat. All meat, no bone, no waste.

Armour Star Vienna Sausage—those miniature franks! All meat—lean beef and flavorful pork—uniform in size and flavor.

New! Armour Star Chopped Beef—All Armour beef...gently braised and chopped...a ready-to-serve luncheon meat.

HOUSE

"THE HOUSE THAT  BUILT"

OR \$25,000 IN CASH

JUST NAME THIS M-G-M STAR



Why wait long years for a wonderful home of your own? You can win a house like this, *plus* a lot, landscaping and furnishings—up to a total value of \$25,000 inclusive! It's a *beautiful* six-room house (see floor plan) designed by famous architects for the National Association of Home Builders... a home so outstanding that it was selected as the *model* house for NBC Television's "HOME" Show.

Watch "HOME" on television, and see this house at various stages of construction from start to finish. And just think: this house, with all its advanced features, can be yours! Or, if you wish—you can take the Grand Prize in cash—\$25,000.

Hurry and enter! Just suggest your choice of a name for Taina Elg—the star with the most unusual name in Hollywood. She's an acclaimed ballerina, and an actress with M-G-M! She's 5'5", with dark blonde hair and sparkling gray-green eyes. Taina (rhymes with Dinah) loves to cook, delights in out-

door sports. Her first picture is M-G-M's Cinemascope color hit, "THE PRODIGAL". With that in mind, what do you think her name should be? Look through your telephone book and make up original name combinations. The first name that pops into your mind right now—might very well be the winner! Just find a name you think fits this lovely young star.

Send in as many different names as you wish. Each name adds to your opportunities to win. Enter today—and *every week*. And take this opportunity to enjoy wonderful Armour Star Pantry-Shelf Meats. You'll find all the meat tender and flavorful... all the ingredients of fine quality. You'll know why more women choose Armour Star Pantry-Shelf Meats than any other brand—by far!

Get helpful hints. Listen to "The Second Mrs. Burton" Monday thru Friday at 2 p. m. (EST) on CBS radio.

151 PRIZES EVERY WEEK FOR 6 WEEKS

FIRST PRIZE

each week for 6 weeks
New 4-door 1955
Dodge Coronet

...the car that flashes ahead in style! Long, low, racy lines—from the bold, forward thrust of its hood to the proud sweep of its rear deck and twin-jet tail-lights. "New Horizon" windshield surrounds you in glass for superb visibility! 2-tone, white side-walls, radio and heater. Truly a car that's flair-fashioned for the future.



150
SECOND PRIZES
each week for 6 weeks

Nesco Fryryte
Electric Frying Pans



... table-top cooking at its tasty best! Cook and serve right at your dining room table. Your favorite dishes come out perfectly—thanks to exclusive "Nescontrol Dial" that gives you *exact* cooking temperatures every time.

A TOTAL OF
907 PRIZES
worth more than
\$65,000!

FOLLOW THESE EASY RULES TO WIN!

1. Print your choice of a name for Taina Elg on an Entry Blank, or on a plain piece of paper. Print your own name and address clearly.

2. Send in as many entries each week as you wish to "Armour STAR Contest", Box 5707, Chicago 77, Illinois. Write each on a separate piece of paper. Enclose with each entry a label from any of the following Armour Star Pantry-Shelf Meats: Corned Beef Hash, Beef Stew, Chili, Spaghetti with Meat, Corned Beef, Vienna Sausage and Deviled Ham—or, cut off and send in as a label the last inch of the metal band that is wound on to the key opener when opening a can of Armour Star Treet, Chopped Ham or Chopped Beef.

3. There are 6 weekly contests, each with its own set of prizes each week. Dates of 1st weekly contest: from now till May 7. 2nd weekly contest, May 8 to May 14. 3rd, May 15 to May 21. 4th, May 22 to May 28. 5th, May 29 to June 4. 6th weekly contest, June 5 to June 11.

4. Entries received before midnight, May 7, will be judged in the first week's contest. Thereafter, entries as received will be judged in the then current week's contest, which will close at midnight each successive Saturday. Entries for the 6th and final week's contest must be postmarked before midnight, Saturday, June 11, and received by June 18.

5. The Grand Prize Winner will be awarded up to a total of \$25,000 to purchase a lot, landscaping, furnishings and a home of "House That HOME Built" design, to be constructed by a member-builder of the National Association of Home Builders—or \$25,000 in cash. Also, the following prizes will be awarded each week:

First Prize: 4-door 1955 Dodge Coronet.
150 Second Prizes: Nesco Fryryte Electric Frying Pans.

The Grand Prize Winner will be selected from among the six weekly First Prize Winners at the end of the final contest.

6. Entries will be judged on originality, uniqueness and suitability by Reuben H.

Donnelley Corporation. Their decision final. Duplicate prizes in case of ties. Taina Elg and/or Loew's Inc. may or may not adopt the prize-winning name. Taina Elg and/or Loew's Inc. reserve the right to change her name to any name desired at any time after the close of the contest, but any such action shall not affect the prize awards which shall be governed by the decision of the judges. All entries become the absolute property of Armour and Company and Loew's Inc.—none returned. Armour and Company reserves the right to disqualify any entry which was not personally composed by contestant or member of his immediate household.

7. All persons in the United States, its territories and possessions, may enter, except employees of Armour and Company, its advertising agencies, Loew's Incorporated (and members of their immediate families). Contest subject to all federal, state, and local regulations.

8. Winners will be notified by mail on approximately July 18. List of winners on request after August 15. If self-addressed, stamped envelope is enclosed.

ENTER TODAY! ENTER EACH WEEK!

Armour STAR Contest, Box 5707, Chicago 77, Illinois

Here's my choice of a name for Taina Elg:

(Please print clearly)

My name is _____

Address _____

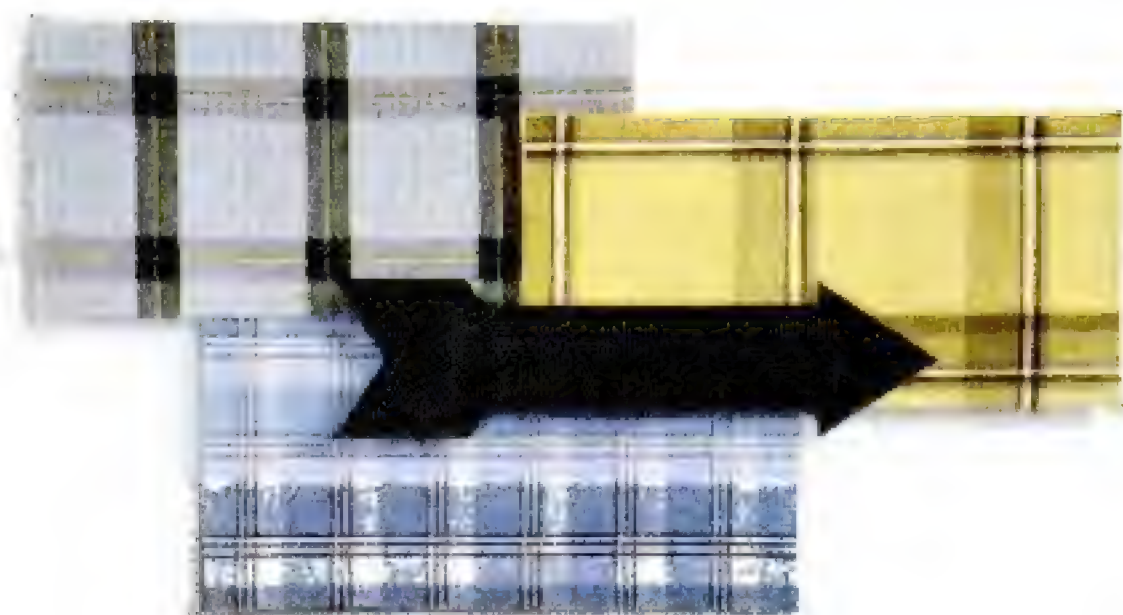
City _____

Zone _____ State _____

I have enclosed a label (or the last inch of the metal band) from one of the products listed in the rules.



COUNTRY GINGHAMS right from the word "go!"



WHAT CUSTOM STYLING does for a sports car's looks, an Arrow cotton gingham will do for you.

These cool, handsome Arrow Sport Shirts are styled to go places—at your own speed. Patterns include checks as well as plaids. All

fabrics are washable—"Sanforized"-labeled. And...

These fine shirts have the famous *Arafold* Collar for more comfort, smoother looks. Long sleeves, \$5.95. Short, \$5.00. Arrow Knockabout Slacks, \$7.95.

ARROW

CASUAL WEAR

by Cluett, Peabody & Co., Inc.

'3 FOR TONIGHT' AND 19 STOOLS

The 19 stools below, which cost \$35, are the main item of movable scenery in a show called *3 for Tonight*, which, having grossed a half million dollars on its national pre-Broadway tour, is now launched on a highly profitable New York run. But the show, though short on trappings, is long on talent, offering a trio of first-rate stars (*below, left to right*) in Singer Harry Belafonte and Hollywood's husband-and-wife dance team, Marge and Gower Champion. Aided by a master of ceremonies and a chorus of 20 singers (who wear the straw hats

below), they share the spotlight tirelessly for two hours, as if all their hard work was one grand lark.

3 for Tonight, produced on a bare stage by Paul Gregory (*Caine Mutiny Court Martial*) is a modern cousin of the oldtime minstrel show, composed of unrelated numbers. The Champions' dances are freshly inventive; most of Belafonte's songs are old favorites. What counts more than the material, however, is the professional polish of the gifted performers and their engaging unprofessional friendliness.



Meet Hamilton's calendar watches!

Each morning, the date slides obligingly into view. (Don't you often ask, "Say, what's the date today?") They're self-winding (nothing to remember to wind). Again, they're water-resistant,* shock-resistant, dustproof—yes, and anti-magnetic. Finally, as in every Hamilton, the mainspring in each is *guaranteed* unbreakable. Superb watches, sir! Wouldn't you like one?

*Provided original seal is restored if opened for service.

IT MEANS SO MUCH MORE

TO GIVE—OR GET—A

Hamilton



At left:
HAMILTON ILLINOIS DATOMATIC,
self-winding, \$65.00.

At right:
HAMILTON K-575, self-winding, \$85.00.

Prices include Federal tax.

Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models, priced from \$33.95

FOUND safe, convenient storage furniture



Space-Saver Cedar Chest finished in blond oak (30" x 17½" x 33" high). Has 2 pull-out shelves. #C-128. \$69.95*



New Lane Space-Saver Cedar Chests—the answer to storage problems. Beautifully constructed inside and out, they keep fine things free from moths and dust as no other storage method can... and *just one nice garment saved from moths can pay for a Lane!*

Free moth-protection guarantee on proper application. Storage hints in each chest. At leading furniture and department stores.

LANE Space-Saver CEDAR CHESTS

Many Lane Chests as low as \$49.95* Easy terms.

*\$5.00 higher in the West due to greater freight costs, and higher in Canada. Write Dept. L, Altavista, Va.

This is a
REEVES
fabric

Fair weather friends... these classic Sharpees coordinates for a lovely summer of fun. In Black Pepper, an exciting new flecked denim by Reeves... in five beguiling colors, all machine-washable. Sanforized. So nice to wear; so easy to care for. 10-18. Pedal pushers, about \$4. Jacket, \$5. Drawstring bag, \$2. Cotton shirt, \$3. At leading stores.



LOOK FOR THIS TAG
... your assurance
of fabric satisfaction

For stores near you write
Sharpe Mfg. Co., 42 S. Third St.,
Minneapolis 1, Minn.,

Fabric by REEVES BROTHERS Inc., 54 Worth St., N.Y.

'3 FOR TONIGHT' CONTINUED



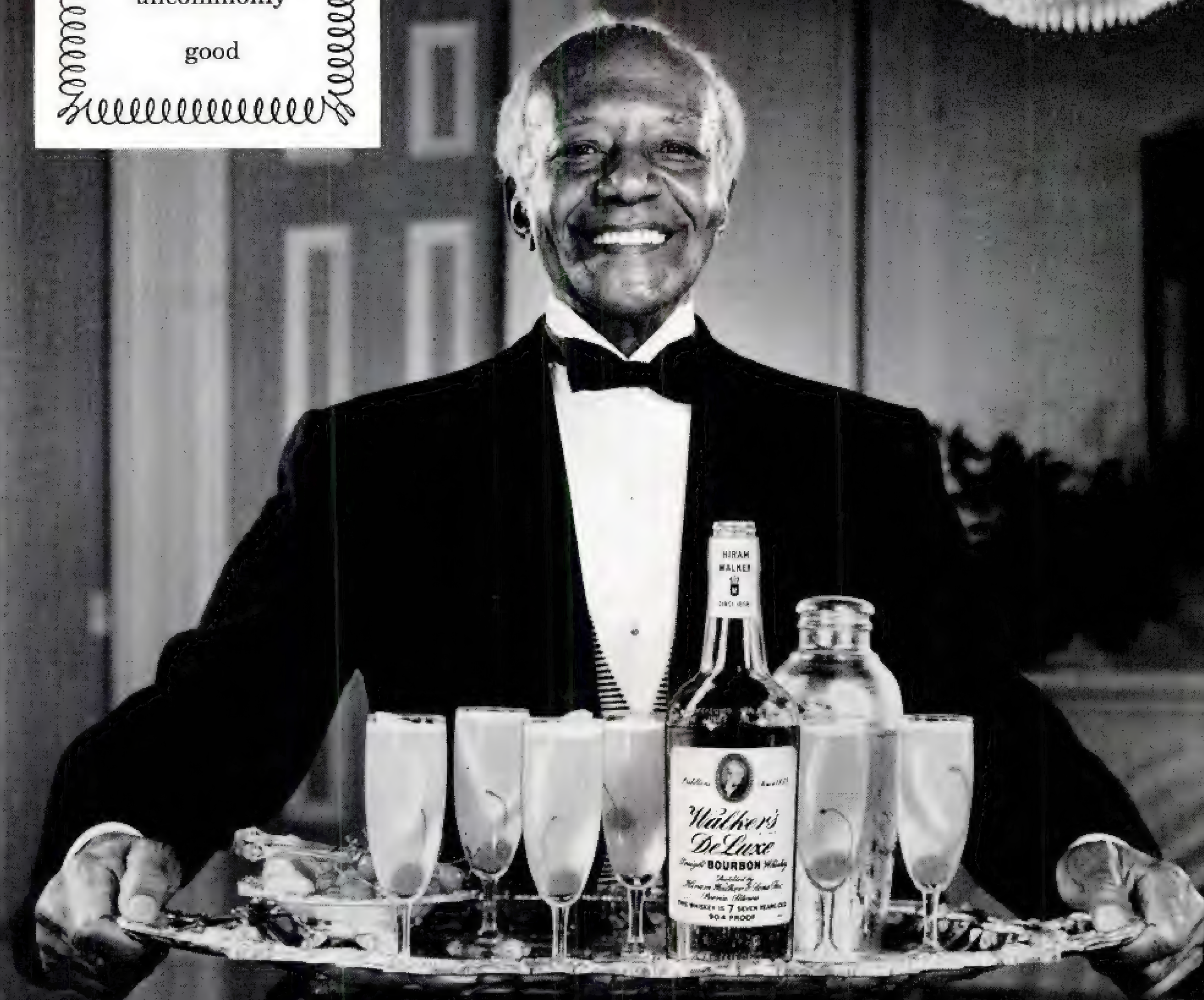
AS BUNDLES OF NERVES, Marge and Gower Champion do a comical dance to show how boy and girl in psychology class react to musical stimuli.



INTENSE NERVOUS REACTION is demonstrated by the Champions as Master of Ceremonies Hiram Sherman continues talk on involuntary reflexes.

CONTINUED ON PAGE 132

DeLuxe:
elegant
in taste—
uncommonly
good



7-year-old Walker's DeLuxe makes fine whiskey sours!

As a matter of fact, Walker's DeLuxe makes exceptionally fine drinks of every sort. For it is Hiram Walker's very best bourbon—aged 7 full years in charred oak and elegant in taste. We suggest you order it soon—at your bar, or from your dealer's.

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 90.4 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



now...from **Helanca®**
the yarn that made
"stretch socks" famous—



amazing new
swim suit
changes size
to fit your
figure!

STRETCHES WITHOUT RUBBER. Helanca yarn softly hugs hips, midriff, bosom with custom fit. Two sizes fit 8 to 18; famous brands; about \$20.

Now, along comes a completely new kind of garment made of HELANCA stretch yarn that turns "hard-to-fit" into perfect fit—even if you're an "in-between" size. Swim suits, for instance. They stretch easily as you put them on, then relax gently around the contours of your body like a second skin. You're free as a fish in the water...smooth as a sylph on the beach. Panties, too, that let you bend without binding, sit without squirming. Men's briefs that are never too loose or too tight, always fit perfectly around hips, thighs and waist. Or T-shirts for boys and girls that grow as they grow and simply refuse to wear out.

Wonderful? You bet—the same wonderful fit and comfort that millions discovered in the stretch socks first made of HELANCA yarn. HELANCA is 100% nylon yarn that stretches without rubber—then gently relaxes to your every contour.

Famous brand manufacturers make these stretch garments for the whole family. Your favorite store carries them. But always look for the HELANCA® mark before you buy. It's your insurance of perfect fit, lasting comfort and long, long wear.

HEBERLEIN PATENT CORPORATION, 200 FIFTH AVE., N. Y.

**don't just ask if it stretches
ask if it's made of**

Helanca®
...the original full-stretch yarn



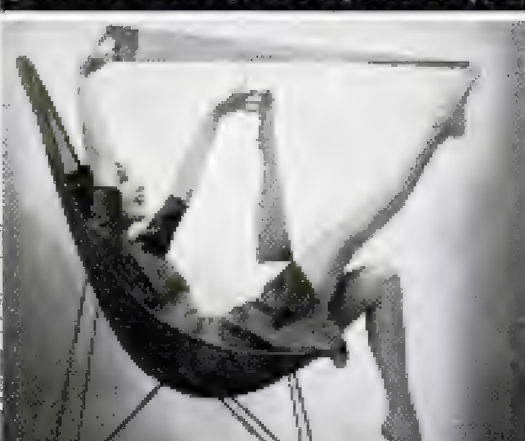
SOCKS GROW WITH KIDS. Long wear; no bind; about 79¢ to \$1.



FINGER-PERFECT FIT. Gloves shape to hand; about \$1.50 to \$3.



GIRDLED COMFORT. Helanca yarn and rubber; about \$3.50 to \$10.



LONGEST WEARING NYLONS. Sensibly sheer; sleek fit; about \$2.95.

'3 FOR TONIGHT' CONTINUED



IN MISSISSIPPI SONG called *Mark Twain* he sings out, "I'm gonna save my money 'til the day I die. They're gonna bury me all but my good right eye."

BRAVOS FOR BELAFONTE

Harry Belafonte has a high, pleasing baritone voice, which he varies with loonlike wails or riverboat hoots. He sings a dozen songs in *3 for Tonight* and moved New York critics to their most resounding bravos ("vibrant...magnetic...in every way brilliant...ready to join company with the great entertainers"). Whatever he sings—reverent spirituals or saucy folk songs—Belafonte holds his audience while seeming only to sing for himself. Though he has had recent success in nightclubs, Belafonte is best known to Americans for his acting as Don José in the movie *Carmen Jones* (LIFE, Nov. 1, 1954). There, ironically, he did not sing a note; another man's voice was dubbed in. But from now on, whether he is shouting hosannas or hoedown tunes, 28-year-old Belafonte is going to be heard as well as seen.



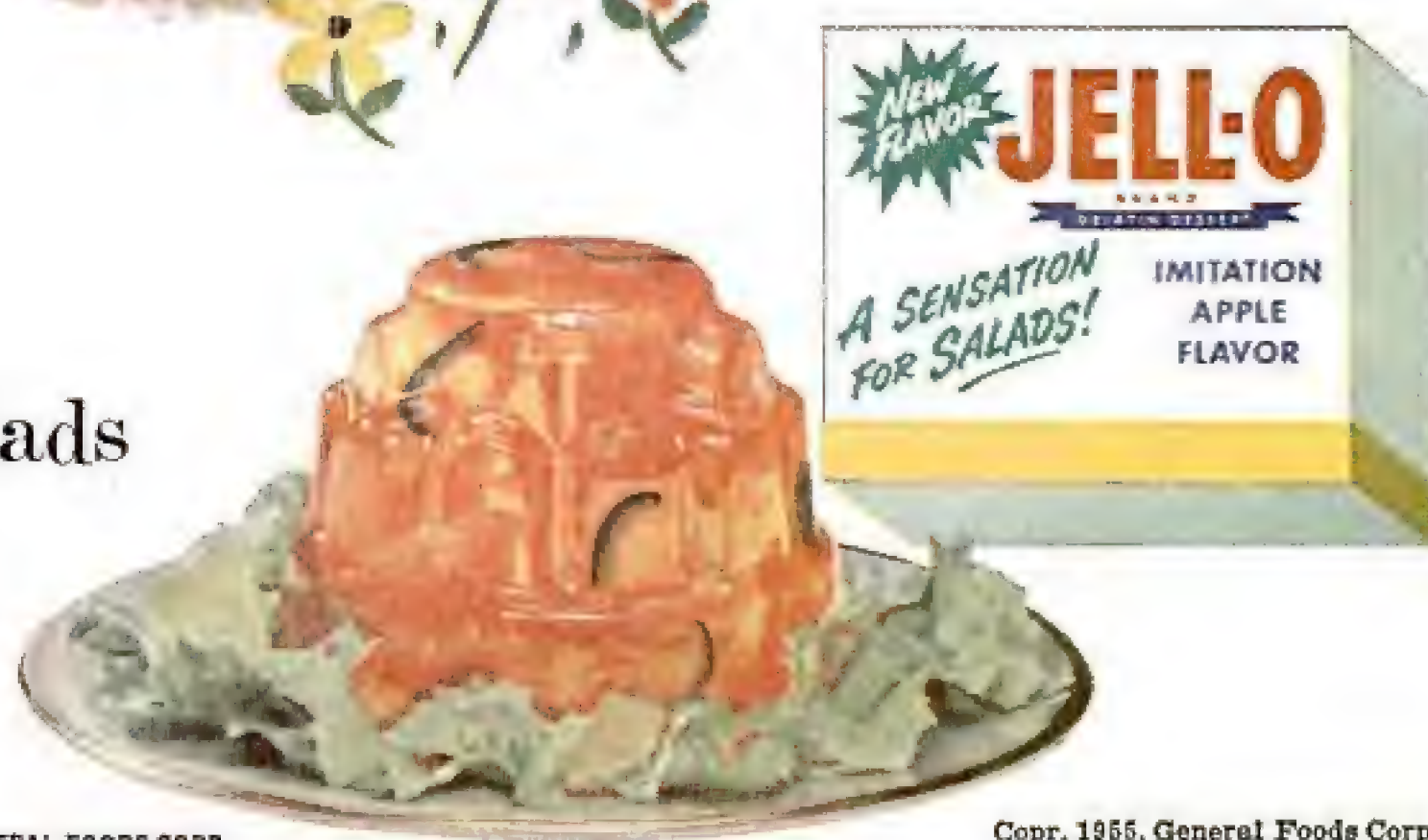
IN NIGHTCLUB Belafonte works himself into a cheerful frenzy, uses his infectious smile and supple hands to heighten the mood of the spiritual, *Noah*.



When I'm eating Jell-O
I wish I were a Gnu

Then when folks ask
"what's new, Gnu?"
...I'd answer
"APPLE JELL-O!"

New APPLE Jell-O, a sensation for salads



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Copyright 1955, General Foods Corp.

as usual



Pontiac Star Chief Custom Catalina

It is certainly clear that our 1955 General Motors cars are winning the annual popularity contests in their respective price classes.

And not just on looks alone—though our stylists have continued to set the pace in automotive design—with the bright beauty of our 1955 Chevrolets, Pontiacs, Oldsmobiles, Buicks and Cadillacs.

No—they are also winning on the deeper values built into them by our engineers—from high-compression V8 engines and automatic transmissions to power brakes, power steering, and car air conditioning.

In short—as usual—yes, and as your dealer will be glad to show you—your key to greater value is the key to a GM car.

G



Buick Super 2-Door Riviera

GENERAL MOTORS

leads the way

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH



Choice coffee beans—the pick of the coffee crop from the finest South American plantations—freshly-roasted by Nescafé.

Nothing but delicious coffee!

—That's Nescafé®! *Tastier* coffee, with the lift and liveliness that come from 100% choice coffee beans—coffee that satisfies your coffee hunger! No wonder Nescafé is the family coffee, the friendly coffee, the coffee that “belongs” today! If you haven't tried it, why don't you? Get tastier Nescafé at your grocer's!



**ALL
COFFEE—**
Nothing
but
Coffee!

© 1955 The Nestlé Company, Inc.

© 1999 Nestlé USA, Inc.



IN DETROIT'S EAST SIDE POLISH HALL, WALTER KARZ LEAPS AND GRINS AS AN AMATEUR DANCE GROUP PRACTICES AN OLD POLISH MOUNTAINEER DANCE CALLED THE GORALSKI

A LIVELY WORLD'S LAST DAYS

The Polish Americans of Detroit cling to their old-country culture

Photographed for LIFE by JOHN DOMINIS

Of all the peoples who migrated to the U.S. beginning in the mid-19th Century, none came more readily to the new world than the Poles. Yet none have fought so hard as the Poles to take with them the world they left. More fiercely than Italian or German, Swede or Irishman, the Poles have clung to the language, the customs, the athletic dances (*above*) of their European past. In Detroit, where 350,000 citizens are of Polish descent, the old-world culture forms a city within the city.

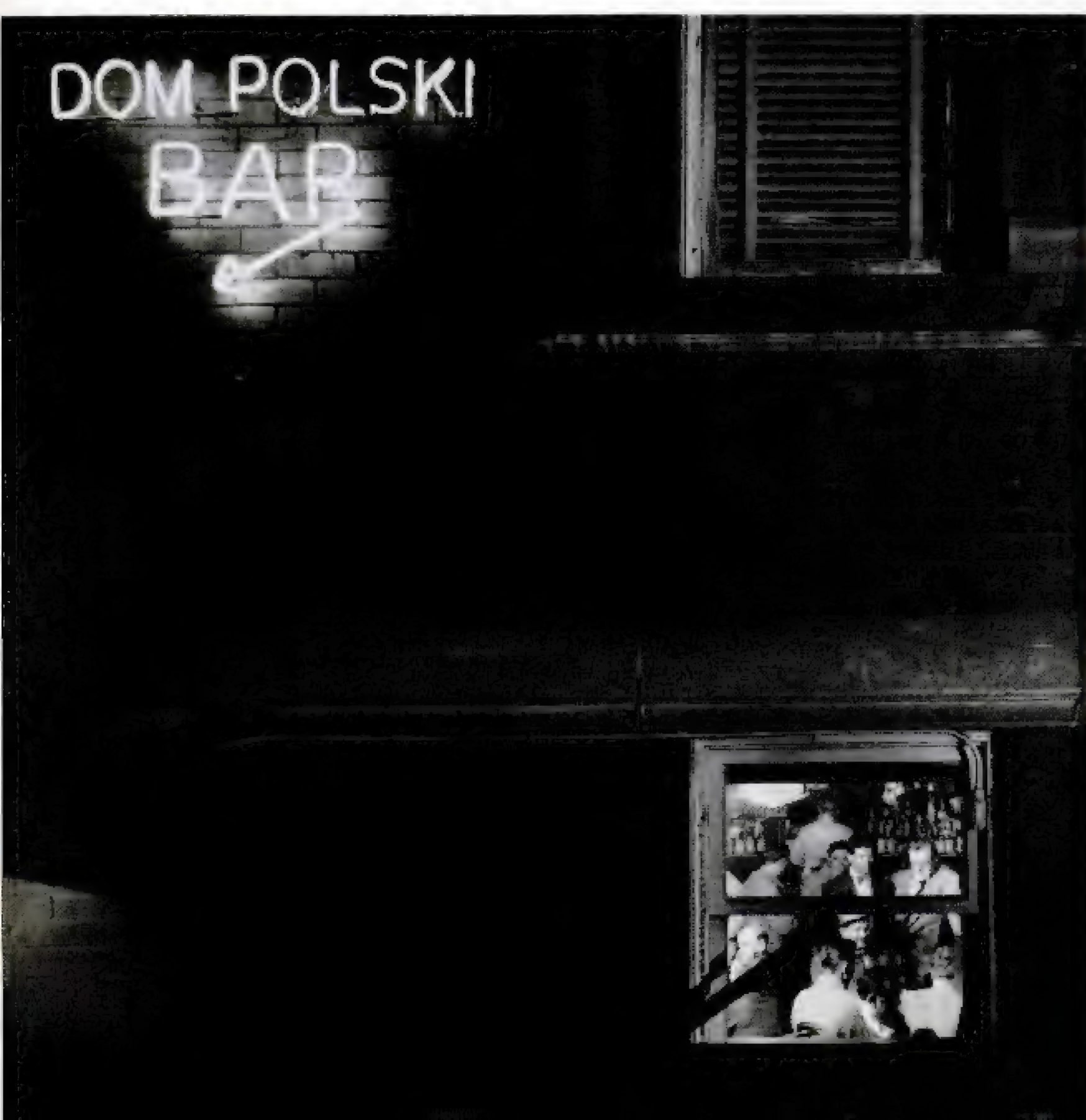
Though some early immigrants settled on small farms in lower New England or became coal miners in Pennsylvania, the Poles clustered mainly in the big cities. Lured by the promise of plentiful factory jobs, they made their way to the burgeoning industrial centers around the Great Lakes. Of

the five million citizens who have Polish origins the greatest number live in Chicago, Detroit and Buffalo, and there are large settlements in Milwaukee, Cleveland and Toledo.

In all these cities, and especially in Detroit, the Polish settlers formed tightly knit, cohesive groups, with a life which centered almost entirely around their own families, their churches and a myriad of organizations. It was a lively life rich in calories and old-world customs. For years, in the clash of cultures, the Poles held their own. Then, a generation later than many other national groups, the old life slowly began to break up. Now more and more Polish Americans are being assimilated into the mainstream of American life and two valuable cultures are intermingling.



OVER THE CROWDED ROOFTOPS OF HEAVILY POLISH HAMTRAMCK LOOMS ST. FLORIAN'S CATHOLIC CHURCH, WHOSE POLISH CONGREGATION OF NEARLY 12,000 IS THE LARGEST IN



THE SPECIAL HOMELAND OF HAMTRAMCK

The greatest number of Polish immigrants reached Detroit between 1890 and 1915 and, in a strange city, they stuck together. The first years were hard, with hours long and pay low. As they became established, the Poles began buying homes, set close together around their Catholic churches. First on the east and west sides of the city these Polish neighborhoods arose. Then the population spread north into Hamtramck, an island city completely within Detroit which by 1925 was known as "Little Warsaw."

In these neighborhoods the language was more often Polish than English. Food, newspapers, devotions and dances, all were Polish. Out of love for their long-oppressed homeland, the settlers joined countless organizations dedicated to a resurgent Poland. Off-hour activities centered around these societies and the Dom Polskis, the community centers.

There were troubles in the new world. Some second-generation Poles had difficulty adjusting to the metropolis and for a time, beset by prejudice and the Depression, Hamtramck was known for its crime and vice. That period passed and day after industrious day Poles did their jobs, went to meetings, worshiped God and grew heavy on their rich foods.

← ON SATURDAY NIGHT DETROIT'S EAST SIDE POLISH HALL IS CROWDED AND LIVELY



DETROIT. AT REAR LEFT IS PULASKI PUBLIC SCHOOL



VETERANS ORGANIZATION is composed of Detroit Poles who joined the Polish Army, trained in

Canada then fought in France and Poland in and after World War I. Men parade each Pulaski Day.



POLISH FALCON Adam Krajewski, 68, does calisthenics with other members at a meeting of the organization originally dedicated to liberation of Poland.



IN POLISH SAUSAGE STORE CUSTOMERS HAVE 60 VARIETIES FROM WHICH TO CHOOSE—>



SERENADING THE BRIDE, a trio adapts the old-country custom of marching her to church with music. Behind Christine are her father and her attendants.

CLANGING FOR KISSES, guests at wedding dinner tap china with silverware. → Claesons must kiss on this signal and game is to catch them with mouths full.



COOKS AT WORK before dawn in the reception hall kitchen begin preparing enough of everything

from sauerkraut to *kielbasa* (hot sausage) to feed as many as 500 guests at the Claesons' wedding feasts.



DRINKING CONTEST with harmonica accompaniment enlivens the celebration during the afternoon.

SIXTEEN-HOUR WEDDING PARTY FOR 500 PEOPLE



Over the years—and with good reason—the Polish wedding won awed renown in nearby communities for its nonstop conviviality. The wedding festivities no longer last several days as they once did but they are still impressive.

When Christine Kensicki of Hamtramck got married—even if she was marrying a Swedish fellow by the name of Leonard Claeson—the Kensicki family gave it the traditional works. The wedding day, from outdoor serenade to ceremonious unveiling, was full of old-style activity—16 hours of eating, drinking and dancing for no less than 500 guests.

When they added up their cash gifts, the newlyweds found they were enough to pay for the wedding, as they were meant to, and with some left over for the family bank account.



LIFTING THE VEIL from Christine at midnight ends party and symbolizes her emergence as a wife.



TEACHING POLISH, Sister Mary Paulita shows a card meaning "children go" to class at St. Florian

school, where all classes were once taught in both Polish and English; now Polish is elective subject.



HELPING CHILDREN, Sister Mary Claudine of Felicians, a Polish order of nuns, dresses triplets at

their nursery on Detroit's east side. Only a third of the home's children are now Polish, a sharp decline.



LEARNING GYMNASTICS at monthly meeting of the girls' division of the Polish Falcons of America,

A GENERATION

The culture cherished by Polish Americans has been perpetuated in many ways. A seminary near Detroit trains priests solely for Polish parishes. The schools and charitable institutions in Detroit's Polish parishes are staffed for the most part by Polish orders of nuns. The old organizations encompass the very youngest citizens of Polish descent (*above*).

It is this generation of Polish Americans, ranged between the Polish classes in parochial schools (*top, left*) and the secular suburban public schools (*top, right*), which is most affected by the clash of new and old world cultures. In a hard core of families, the language of the house is Polish and the recreation is the Dom Polski. Many children in these families, even after growing up, seem willing to stay within this orbit. Some who are tempted to



Kathlyn Pett, 4, is interrupted in her exercises by her 2-year-old sister Michelle who is club mascot.



LEADING STUDENT at suburban Dearborn High School, where few other pupils are of Polish descent,

is pretty Virginia Novak, a senior who is president of the student body. She plans to go on to college.

IN THE MIDDLE

leave hold back out of respect for their parents.

In other families old and new mingle, and a meal of *kielbasa* and *kapusta* may end with hot fudge sundaes and a trip to the movies. Here parents may speak Polish to grandparents and English to the children, who can often do the tango better than they do the *krakowiak*.

Many families have left the old-world orbit entirely. They may speak affectionately of it, or try to dissociate themselves from "the hunkies of Hamtramck." Their children know little Polish. They have only their names, perhaps wholly or partially anglicized, to remind them that their background is different from those of their neighbors. For all these children who are in the middle, the working world they will enter is changing markedly (*next page*) from the one which confronted their parents.



"FIGHTING IRISH" football team of Catholic Central High in Detroit bears this name but the team

has one Italian, one Armenian, one boy of English-German descent, one Irish member and seven Poles.



FAMILIAR JOBS for Detroit's Poles have been running machines like this giant forging press on which Arthur Mroz, 32, turns out automobile crankshafts.

LIVELY WORLD CONTINUED



ACTIVE UNIONISTS, Poles comprise half the membership of the Dodge local of the United Auto Workers shown meeting here. Local was once 75% Polish.

FACTORIES TO FACULTY

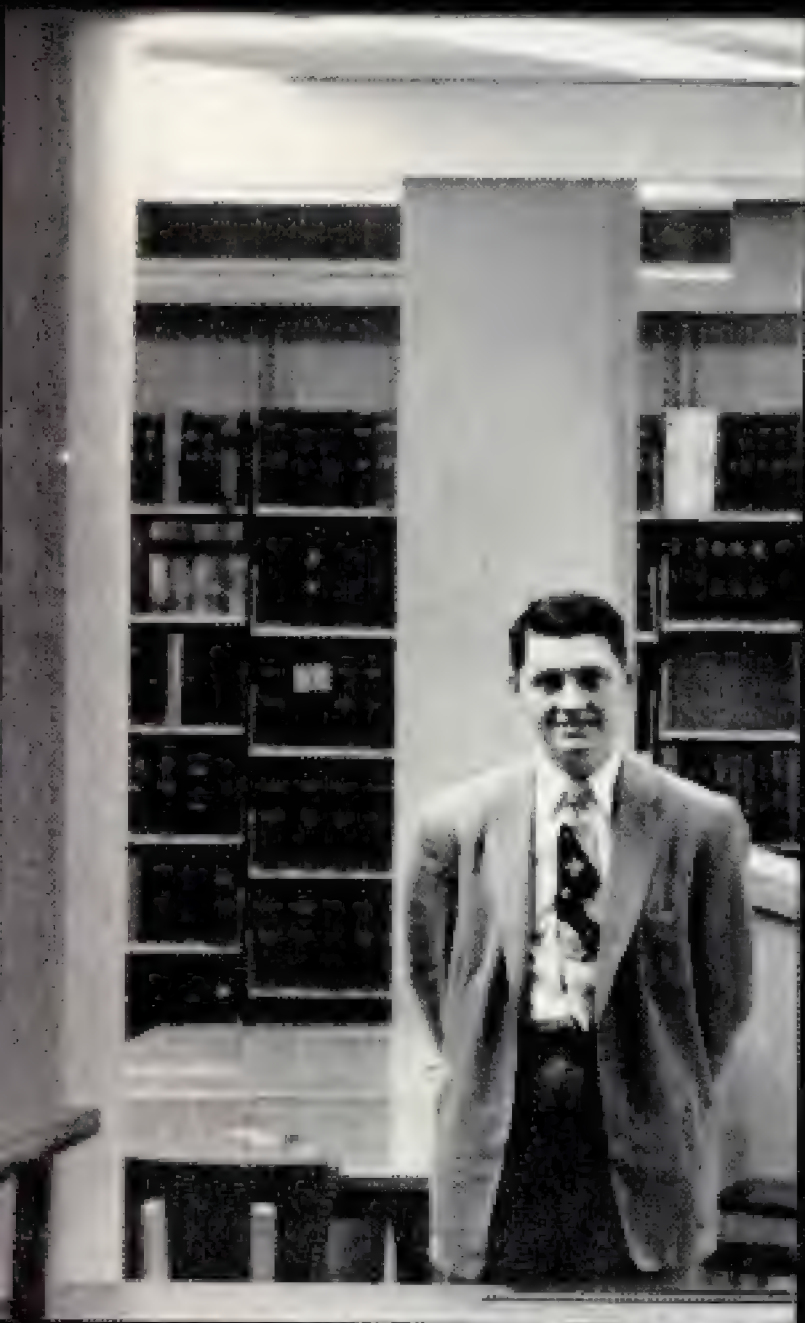
Today, as they have for years, the Poles of Detroit and the other Great Lakes cities staff the factories, running the machines and tending the assembly lines. The union has become a strong element in their lives, helping them secure a standard of living beyond the dreams of the early immigrants. It is this prosperity which hits hardest at the old life.

Once the sameness of unskilled jobs available to Polish Americans reinforced the sameness of their home lives. Later generations have won more highly skilled factory jobs, as tool and die men and on research staffs. Along with Polish Americans who have succeeded as businessmen, the newly affluent factory workers have left the old world orbit and been assimilated by new middle-class neighborhoods. Hamtramck is no longer rightly called "Little Warsaw." Prosperity and the chance for higher education have opened the way into the professions for increasing numbers of young Polish Americans. It is their bright, varied future that most surely foretells the end of the warm neighborhood world of Polonia.



LEADING CITIZENS of Polish ancestry meet at Detroit home of Vincent Lukas (right), a wealthy mortgage banker. From left are Andrew Ehrenkreutz, lecturer

in history at University of Michigan, Father Peter Walkowiak, pastor of St. Florian Church in Hamtramck, and Joseph Wolff, Detroit buildings commissioner.



FACULTY MEMBERS of Polish descent, part of about 15 on the staff at Detroit's Wayne University, stand at library windows. Edmund Ordon (*top, center*) teaches

Slavic languages and directs Wayne's Polish studies program. Edward Cieslak (*bottom, left*) handles admissions. The others teach French and engineering.

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Featured by Bert Parks on STOP THE MUSIC

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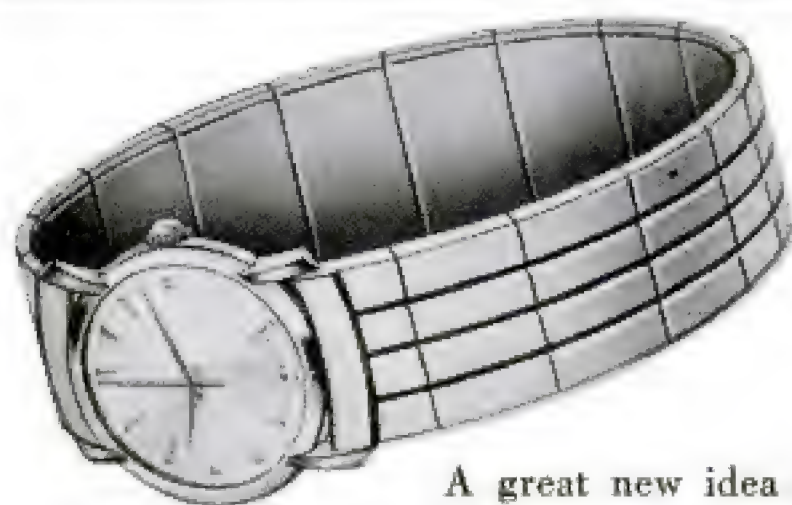
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GENERAL ELECTRIC

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AFTER SINKING 80-FOOT PUTT IN MASTERS, CARY MIDDLECOFF (RIGHT) STANDS TRANSFIXED WITH FISTS CLENCHED

RARE MOMENTS IN BIGTIME GOLF

The gallery on the 13th green at Augusta, Ga. which had held its breath for seven long seconds let it out suddenly in a great cheering burst. Cary Middlecoff, playing in the Masters Tournament with great deliberation, had stroked a putt toward the hole, 80 feet away. The ball began its journey by curling this way and that. It breasted a slight rise, took another detour and then, rolling slowly, plunked into

the cup as LIFE Photographer Leonard McCombe snapped the panorama above.

The most spectacular putt in bigtime golf for many years, this shot was the high point in the 1955 Masters which produced other rare sights (*below and right*). It gave Middlecoff, a nonpracticing dentist, an eagle three and helped him make a runaway of the tournament, which he won by seven full strokes.

BAD LIE UNDER TREE PUTS BILLY JOE PATTON IN HUMBLING POSITION AS HE GETS DOWN ON ALL FOURS TO SEE BALL



SPORTS



AS GALLERY GOES WILD AND PARTNER HILLMAN ROBBINS (SECOND LEFT) JUMPS FORWARD TO CHECK BALL IN CUP

FREAK LIE CONFRONTS BILLY GOODLOE WHEN SHOT LANDS ON A LADY'S PURSE. HE DROPPED IT WITHOUT PENALTY



CONTINUED ON NEXT PAGE



You're on your own now!

You've reached the stage when you're making the decisions about what you wear, eat, buy and do. Yet perhaps there's one thing hanging over from the old days that's definitely making a certain part of the month more of a problem for you. It's the question of which sanitary protection to use.

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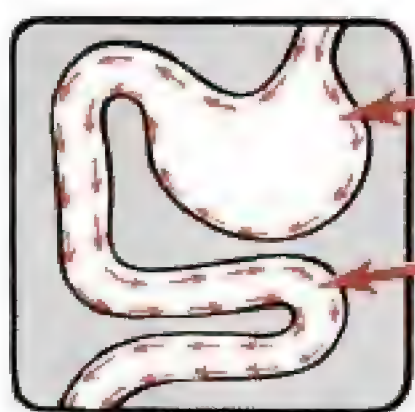
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...and feel good again!

The Masters CONTINUED



CROWD'S CONGRATULATIONS are pressed on Middlecoff after putt on preceding page. Green in rear, guarded by brook, ruined some other golfers.

GLAD HANDS AND CHAMP'S COAT

Cary Middlecoff's long putt was one of many that kept dropping for him at the Masters. In the locker room, after shooting 65 on the second day, he confessed happily that he had come upon something new that worked miracles. "It's just a larger grip on my putter, that's all." He first used the built-up grip in Florida last month, tied a course record testing it at Atlanta the week before the Masters. He one-putted 18 holes and three-putted only three so there was nothing for runner-up Ben Hogan to do but hold the doctor's coat after it was all over.



WINNER'S COAT of green, traditionally given Masters champions, is held for Middlecoff by Ben Hogan. Cary's score of 279 was nine strokes under par.

CONTINUED ON PAGE 152

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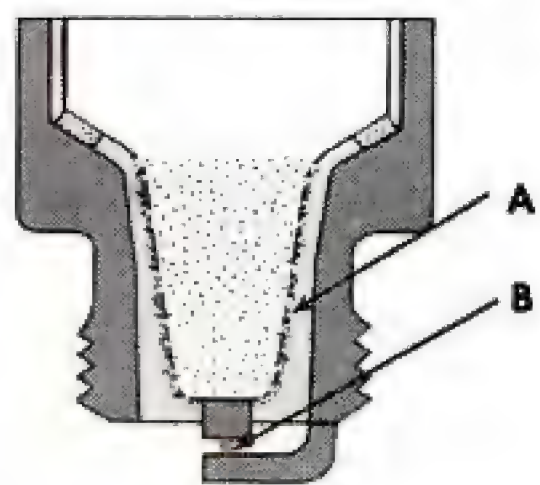
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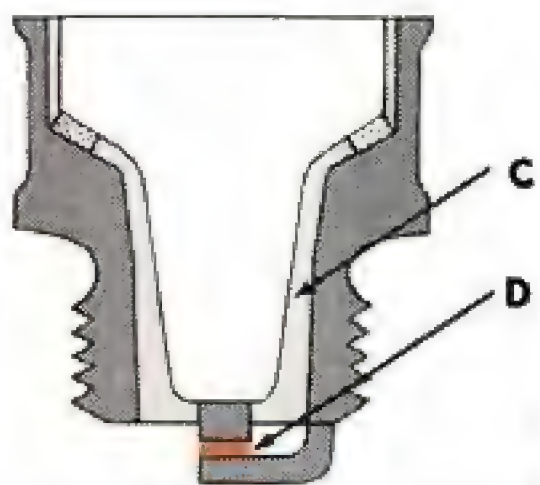
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The Masters CONTINUED



THE OLD MASTER Bobby Jones sits on course as players try to duplicate another master's great shot—Gene Sarazen's 235-yard approach that went in for a double eagle on the 15th hole in 1935. This bridge is called Sarazen Bridge and plaque at left commemorates the shot. Jones, who finds walking difficult because of back ailment, saw Middlecoff's putt, said, "Delightful."

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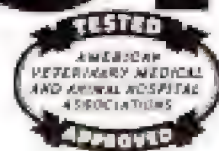


LOSER'S LETDOWN overtakes Littler family. As 24-year-old Gene holes out and retrieves ball after poor round, his one-year-old son, Curt, and his wife are about the only ones around the green not paying attention. Littler, one of golf's most promising young players, finished 21st in the Masters.

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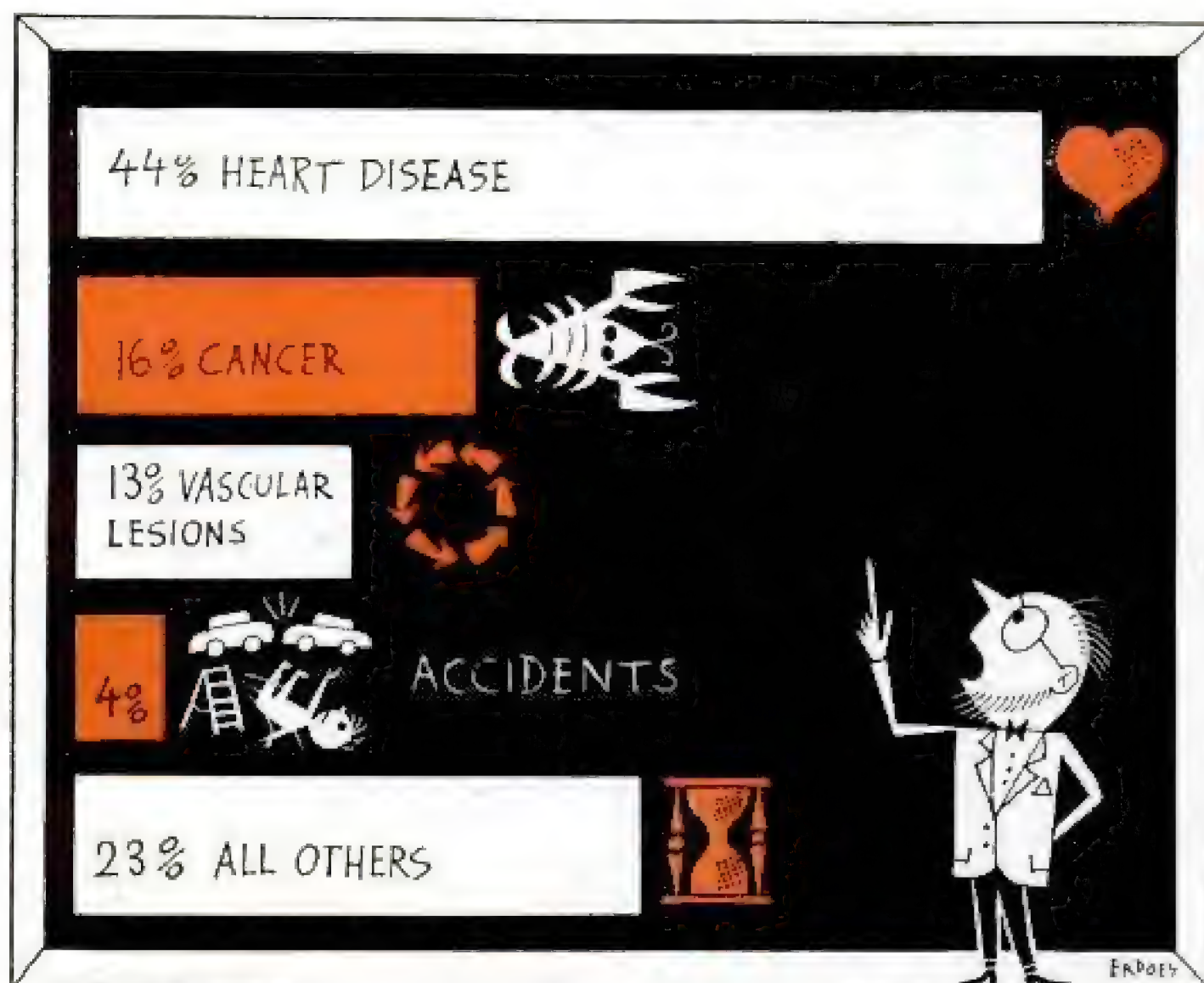
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It's better
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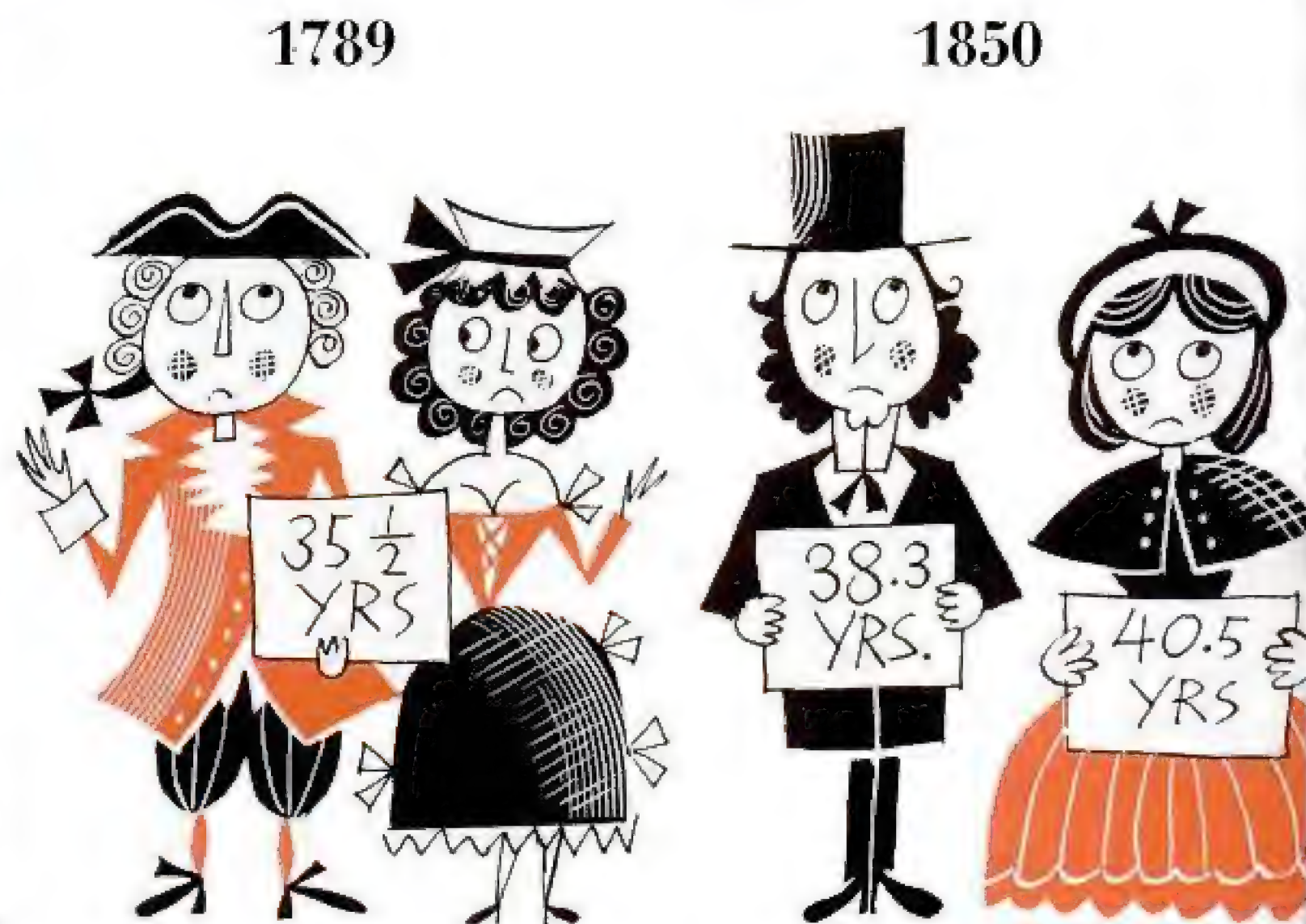
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LEADING KILLERS, thanks to conquest of infectious disease, are three ailments above, which cause almost three quarters of deaths of those 45 and over.



MORE YEARS have been added to U.S. life expectancy, which has almost doubled since nation began. Now among the highest ever recorded for any

Now within Sight:

FINDINGS OF FOREMOST EXPERT ON WHY WE GROW OLD

THERE once lived a man named Christian Drakenberg, who deserves to be better remembered than he is. He was born in 1626—according to “reasonably reliable” records—in Denmark and died there in 1772, at the age of 146. His life was adventurous and, it is said, “by no means blameless.” He was a merchant seaman and subject to the temptations of that trade. He sailed under many flags, fought in three wars against Sweden, was captured and held in slavery by the Barbary pirates for 15 years, escaped at the age of 84 and returned to fight the Swedes again, for he disliked them and his nature was impetuous. At 111 he married the 60-year-old widow of a sea captain, but she did not live long. At 130 he was courting several women. They all rejected him and he died 16 years later, perhaps of disappointment, since no other cause is given. During his last years, his biographer observes, he led “quite a respectable” life.

If not a moral paragon, Christian Drakenberg was at any rate a biological one. Most animals live about six times longer than it takes them to grow to full physical maturity. If man were consistent with his biological relatives in this respect he would live to be about 150, since human growth ordinarily does not stop until age 25. Drakenberg’s near miss is as close as anyone (anyone for whom historical records are available) has ever come to fulfilling this theoretical ideal. One can admire him without really hoping to be able to emulate him.

Man has, however, now reached such control over his environment that in the U.S. his average life expectancy at birth is approaching 70 years, the biblical “three score and 10.” Millions live well beyond this figure. During the past 50 years the number of people over 65 has been increasing twice as fast as the general rate of population.

Are the social mores and institutions of a traditionally “young” country due for a change? Can there be an expanding economy when a large share of the population is forced into idleness at the customary retirement age of 65? These and many other questions have begun to concern economists and sociologists.

But man is an egoist: whatever the troubles his mass longevity may cause, they make him no less eager to survive as an individual. His dream of continuing life and vigor and his corresponding terror of impotent old age are obsessive themes in his literature and folklore and, nowadays, in his psychiatry. Can the dream possibly come true? If man can conquer the infectious diseases, build space satellites and harness the atom, should he not also be capable of arresting or at any rate greatly slowing down the processes of aging? It seems reasonable.

It even seems reasonable to medical scientists. Gerontology (from the Greek *geron*, meaning “old man”) is the newest specialized field of medical inquiry. It is concerned with the phenomena of aging and ways of retarding them and perhaps eventually preventing them. Its companion science is geriatrics, the medical treatment of the diseases and afflictions of old age. But geriatrics can only try to limit the damage once it has occurred. Its larger goal is the same as that of gerontology—prevention. The prevention of what? Manifestly not all the changes associated with aging, for these begin in childhood. But, realistically, to preserve the body in good working order and in reasonably good esthetic appearance until, like the One Hoss Shay or Christian Drakenberg, it has fulfilled its maximum individual potentialities.

Gerontology, being a very old idea but a young science, has only begun to find answers

to the complex questions with which it deals. Nevertheless, much that is interesting and useful has been learned. Indeed, one difficulty is that no subject is more interesting, not even sex (since sex is a part of it), and it therefore gives rise to wishful thinking even among some scientists. Fortunately there is one man in the field so “magnitudinous and awesome,” as a medical historian has described him, that his word is taken as Mosaic law. He is Dr. Anton Julius Carlson, emeritus professor of physiology at the University of Chicago, President of the National Society for Medical Research and past president of the American Association for the Advancement of Science and many other scientific societies including the American Gerontological Society. In addition to all his other



OLD-AGE RECORD was set by Christian Drakenberg, Danish sailor, who died in 1772 at age of 146.

1900

1950



national group, it still rises at average rate of six months per year for both sexes. Women have consistently maintained edge of about three to five years over men.



ENVIRONMENT FOR LONGEVITY goes on improving. Statistics show that best survival chances are those of professional man in small Nebraska town.

100-Year Lifetime

SHOW NEW WAYS TO GREATER LONGEVITY

by ROBERT COUGHLAN

qualifications to speak on the matter at hand, he is a hale and hearty 80 years old.

Dr. Carlson—"Ajax" to the campus—has terrorized, delighted and inspired generations of medical students and long ago became a legend. Born on a farm in Sweden in 1875, he emigrated to this country at 16 to work as an apprentice carpenter in Chicago and then to enter Augustana College, a small Swedish Lutheran school. He planned to be a minister, but the skeptical spirit of a born scientist had him in trouble at once. In class one day, when a professor was lecturing on the power of prayer, Carlson proposed a test: the class should keep track of the rainfall in some of the arid Western states, find out through the churches there how many people prayed for rain and how often, and see if

there was any correlation between the figures. He was almost expelled from college. But he stayed on to major in science, later taking his Ph.D. in physiology at Stanford. He arrived at Chicago's physiology department in 1904 and, with many excursions and side trips, has served there ever since, including 24 years as chairman of the department.

As a teacher, "Ajax" drew the line at nothing to pound information and understanding into his students' heads. Often he used himself as a model, drawing blood from his own veins or even having himself wheeled in on an operating table, attended by assistants in surgical dress, to dramatize a point. His scientific objectivity is best recalled by the story of two test tubes he was using in a classroom demonstration. One contained urine, the other sugar water. They looked so nearly alike that Carlson himself became momentarily confused. He dipped a finger in one, stuck it into his mouth, and then said with satisfaction, "Ya, dot's sugar vater." Similarly, it infuriated him to have a student rely on guesswork and he was equally hard-hearted in evaluating the work of scientific colleagues. Almost anyone giving a paper at a scientific meeting that he attended suffered from nervous pulse, for he was bound to find flaws if there were any, and to say so vigorously. His stern demands, "Vot iss de effidence?" and "Vere are your controls?" became mottoes carved into the minds of his students.

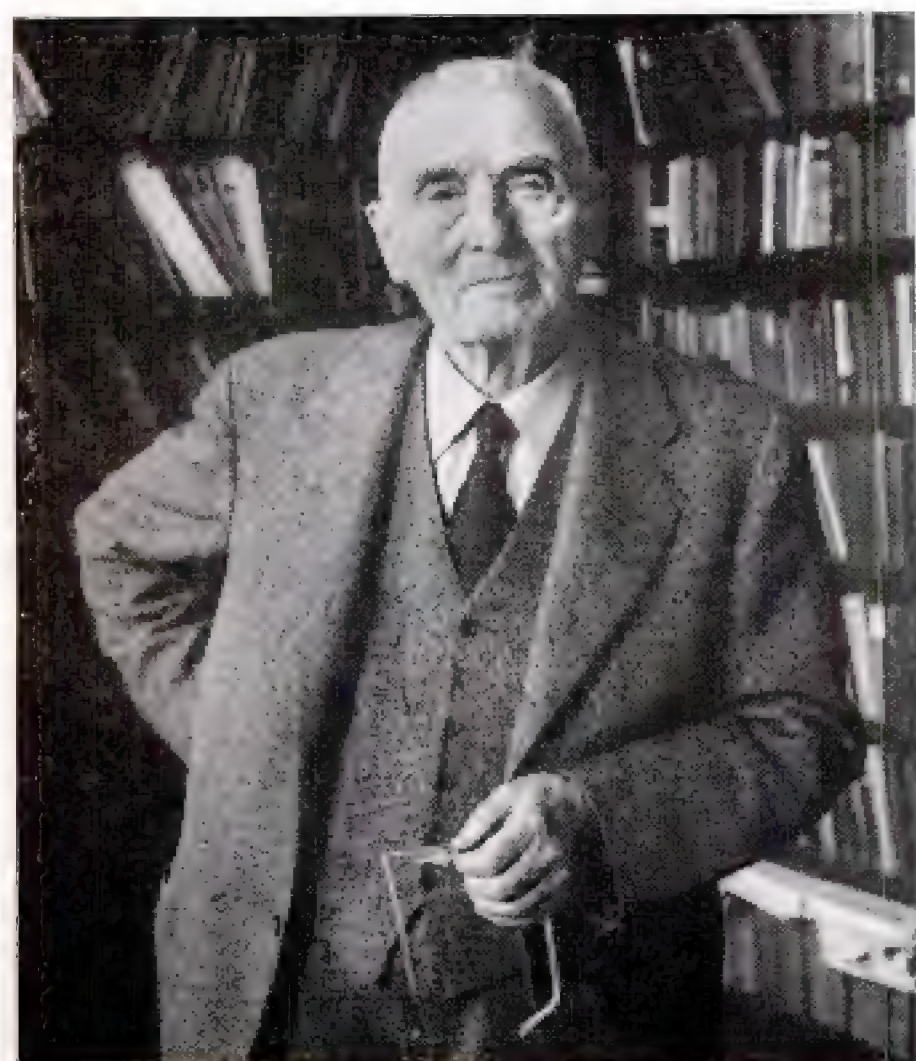
In 1940, at the age of 65, Carlson was forced by the university's rules to retire as a regular member of the faculty. Examining the "effidence," he concluded that this was absurd. His mind was clear and his health was good. Every winter, as he had for many years, he chopped a hole in the ice at the lake where he owns a cabin and enjoyed winter swimming. He had to admit that

chronologically he had entered "old age," but what did that term mean? His response was to stay on in the physiology department as professor emeritus and devote himself to gerontology. In the 15 years since he has added much to its knowledge and much to his own, and in the process has benefited from his own best current advice about how to withstand the psychological effects of aging: "Never stop learning."

Let us now consider the evidence.

Is death from "natural causes" inevitable? No one can say categorically that it is. There is even some evidence that it is not. Dr. Alexis Carrel, for instance, in a famous experiment, kept a bit of chicken embryo alive in nutrient fluid, from which metabolic wastes were regularly removed, for 36 years and ended the experiment because it seemed obvious that the tissue could survive "forever." Certain forms of life may live "forever" in nature: for instance, the giant sequoia trees of the West keep on living and growing until storm or disease or some other environmental disaster kills them. Dr. Paul A. Zahl, writing on this theme in *The American Scholar*, says: "... we may infer from the absence of inevitable death among the lower organisms that there is nothing in the fundamental nature of protoplasm that demands a wearing-out. A man is protoplasm; a sequoia is protoplasm."

A man (or a mouse) is a much more complex arrangement of protoplasm than a tree, of course, and extended analogies are as dangerous as calling in a tree surgeon to amputate a leg. But in theory, the deteriorations seen in human aging are not "necessary" and therefore, in an ideal sense, the attainment of human immortality must be the goal of medical research. In the practical sense in which Dr. Carlson excels, such speculations are what he would call "a lot of



OLD-AGE SPECIALIST Dr. A. J. Carlson at 80 still spends 9-hour day on the problems of aging.

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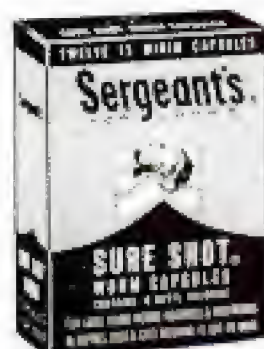
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OLD AGE CONTINUED

damn foolishness." Not that he quarrels with the theory, any more than he might quarrel with the idea of a trip to Mars, but that the practical difficulties are so overwhelming.

The fact is that gerontologists are not yet even able to say what "aging" is, or what causes it. Even in embryonic life, the fastest stage of human growth, atrophy takes place as the gill clefts bequeathed by our aquatic ancestors waste away and disappear. Conversely, even in advanced senescence the hair continues to grow, cuts finally heal, and most body cells retain some capacity to replace themselves. "Thus," as Dr. Carlson has written, "living is inseparable from aging. . . . The ultimate understanding of aging must wait upon such a time as we comprehend fully the forces which accelerate and/or retard growth in contrast to atrophy."

On the other hand, the inability of physicists to say what energy "is" or what an atom really looks like does not prevent them from controlling energy and atoms. The control of aging is by no means hopeless. To understand the problem, we must first know what "normal" aging is.

Each species has a normal life span, a built-in biological time clock, so to speak: some insects live only a few hours, some reptiles live for several hundred years—no one knows why. Dr. Carlson, while granting that man perhaps has the potential to live to be 150, believes that 100 is a reasonable figure for gerontology to shoot for, on the grounds that a significant number of people (roughly 1 in 33,000 in the U.S.) actually do live that long and that there is nothing intrinsic in the aging process to prevent others from doing so. As a working hypothesis, 100 may be taken as more or less "normal."

Within this span there is a relatively consistent sequence of events which eventually add up to a physiological "rusting out" of the individual. Changes in the eye are the first significant ones: loss of elasticity of the lens, beginning at about 10, is practically completed before age 60. Other changes result in a narrowing of the field of vision, in a loss of sharpness of vision and in the ability to see dimly lit objects. These start at about age 40. In the same way, the other senses have their own pattern of decline. For instance, acuteness of taste begins to decline at about age 50, and of smell at about age 60. But hearing actually begins to "fail" at about age 20, when there is a gradual loss of the ability to hear all tones, but especially the high ones.

The stomach, durable though dyspeptic

IT is at about age 20, also, that a slow, continuous decrease in the volume and acidity of the digestive juices begins, until by age 60 the output of gastric juice acid has declined by more than half. At about age 30 the production of pepsin and trypsin—essential enzymes that help break down food in the stomach—falls off rather steeply. These changes perhaps help account for the all-too-familiar increase in digestive troubles as the years pile on. On the other hand, the digestive apparatus as a whole is one of the most durable organ systems in the body, and unless it is crippled by disease or abuse it should remain serviceable through 100 years or more. People very rarely die of a worn-out digestive system.

The decline in stomach secretions is only part of a general falling off of the products of secretion, from saliva and sweat to the still mysterious antibodies which protect against infectious diseases. That is the reason why immunities so often "wear out"; why, as Dr. Richard Kern of Temple University notes, "... more grandmothers die of whooping cough than do grandchildren." It is the main reason, too, for the decline in "homeostatic balance"—the equilibrium of the chemical and physical relationships in the cells and fluids—and hence for the inability of elderly people to stand extremes of temperature, diet, emotion, exercise or other sudden stresses.

At age 22, man reaches his peak in rate and speed of learning. There is an extremely slow decline after that, accelerated somewhat after the age of 40, until by the age of 80 the ability to learn rapidly has retrogressed to about the same level as age 12. But mental quickness is only part of the story, and, for that matter, age 12 is not slow—parents know that sometimes it can be disconcertingly fast. Accuracy increases with age and lasts until advanced old age. Even more important is the ability to bring comprehension and analytical judgment to what is learned. Thus the fall in rate is also offset, up to a point, by maturing understanding. The age at which this analytical judgment begins to decline is not precisely known, but findings of Ward Halstead, University of Chicago neuropsychologist, indicate that it is not before age 55 at the earliest, and perhaps not before age 65. It can remain strong, if somewhat diminished, into the 80s and even beyond.

CONTINUED ON PAGE 160



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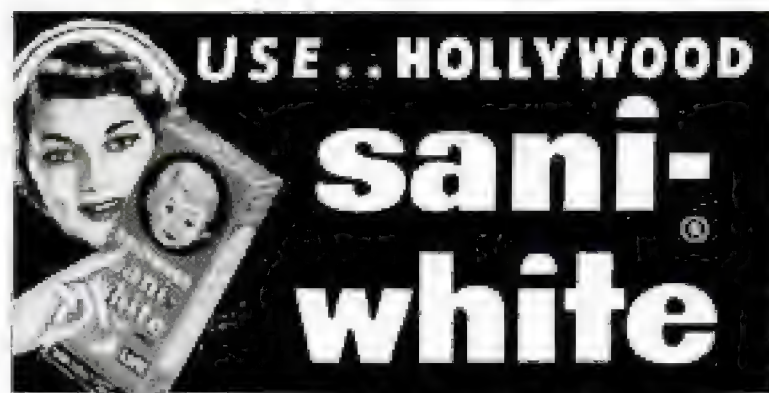


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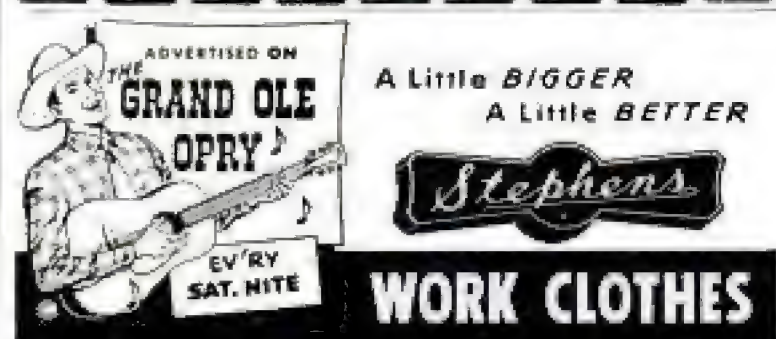
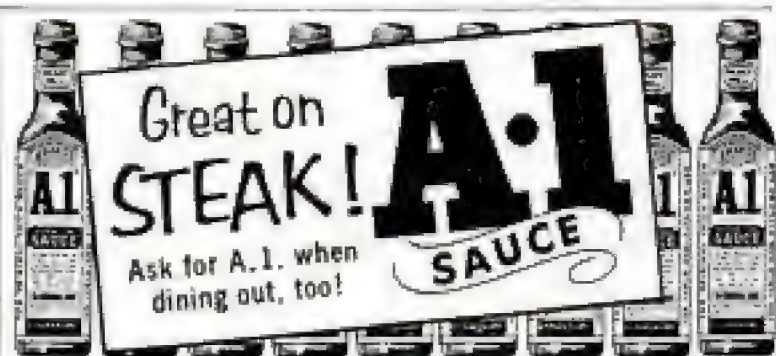
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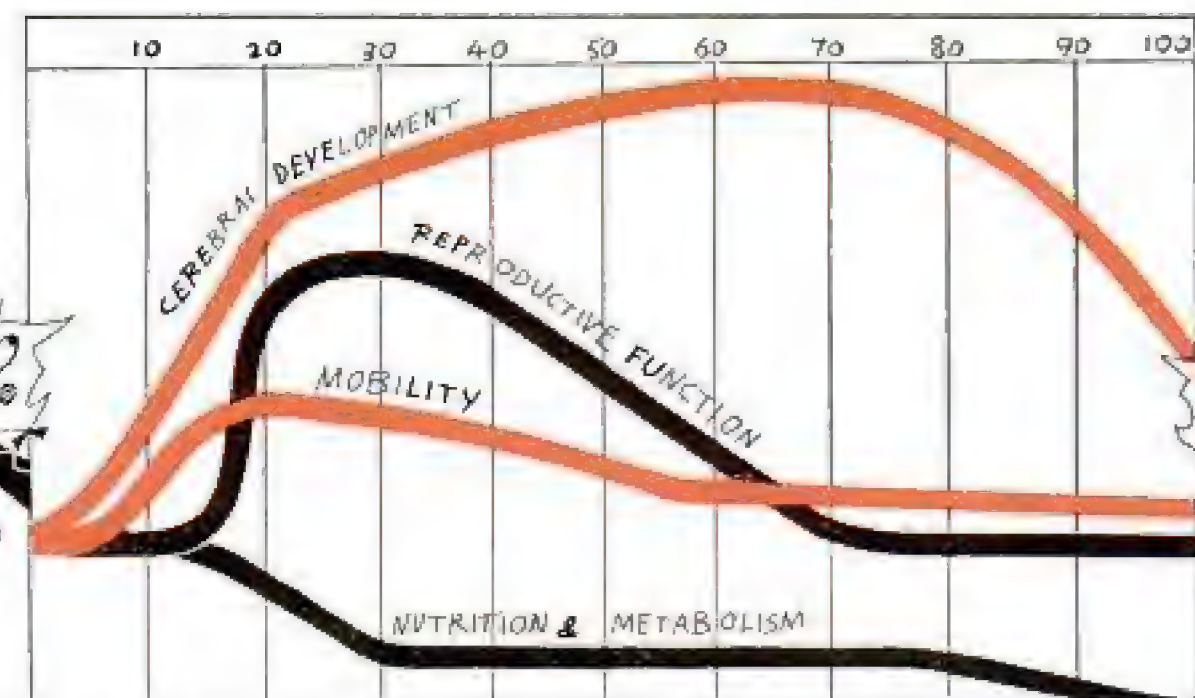


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OLD AGE CONTINUED

In advanced old age there are degenerative changes in the brain and central nervous system: thickenings, fatty infiltrations, atrophies and actual disappearance of some cells. These help account for the weakened memory and mental "quirks" of the aged. They are a part of normal aging and—so far—seem to be inevitable and irreversible. But except in rare cases they do not, by themselves, result in the so-called "senile psychoses," the really serious mental aberrations encountered fairly often in the aged. These, as we shall see, depend on other factors. It is enough here to say with Dr. Martin Gumpert, a leading geriatrician, that "feeble-mindedness and healthy old age never go together."

The decline in mental functions comes so gradually as to be unnoticed usually by the individual, and man's infinite capacity for self-deception makes him confident of his mental acuteness long past the time when others notice his lack of it. But what he cannot escape noticing, and what makes him begin to "feel old," is his decline in physical strength and vigor. For instance, he has only about half as much strength in his biceps at 60 as he had at 25 or 30 (endurance, though, may go on increasing to 40 or 45). This results, in part, from the same neurological decay: certain cells in his brain control muscle "tone" and coordination, and thus no amount of exercise can prevent it. Moreover the muscles themselves are bound to undergo some shrinkage from the gradual drying-out—quite literally a loss of water content—that occurs in all the body's tissues, and to undergo some atrophy, fatty infiltration and replacement of muscle strands by fibrous tissues. The point is illustrated when one tries to eat an old rooster.

Past the age of 25 or 30, too, man finds himself becoming less elastic, and finally downright brittle. Bone, cartilage and connective tissues all have begun subtle changes. The bones tend to become demineralized, particularly to lack enough calcium. Cartilage hardens and contracts, and the spinal column begins to bow outward, bending the upper body and head forward: people lose about one-half inch in height for every 20 years of adult life. Connective tissue, the web of undifferentiated strands and sheets and substances that bind the body together, degenerates in some places and proliferates in others, with various unpleasant results, since this tissue not only connects and supports vital organs but has a role in cellular nutrition, in the healing of wounds and fractures, and in resistance to disease. (For instance, a skin wound takes five times longer to heal at age 60 than at age 10.) All these involutions give the characteristic gnarled and stooped look of old age.

The tyranny of glands

UNLIKE the mayfly, which lives only long enough to breed, man is not the servant of his reproductive organs, which in his case mature rather late and deteriorate rather early. In females, reproductive organs begin to age with the onset of menstruation at the age of about 12, and each lunar month takes its toll until the whole apparatus is "worn out" somewhere between 40 and 50. In males the production of sperm begins a little later and lasts a good deal longer: manifestations of aging begin, according to Kinsey's evidence, at about age 18 with a slight tapering off of libido; actual sperm production begins to decline slightly at about age 25, and male fertility ordinarily fails (although production of immature sperm may continue for many years thereafter) at about age 65.

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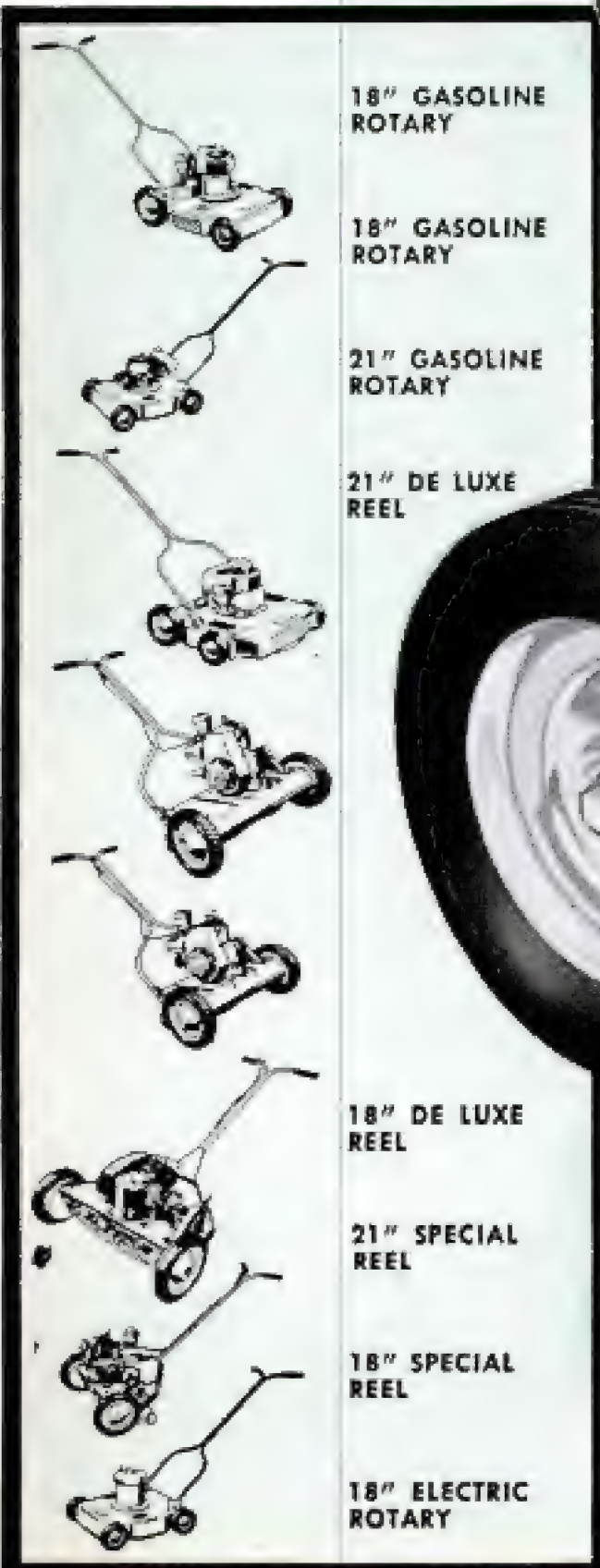
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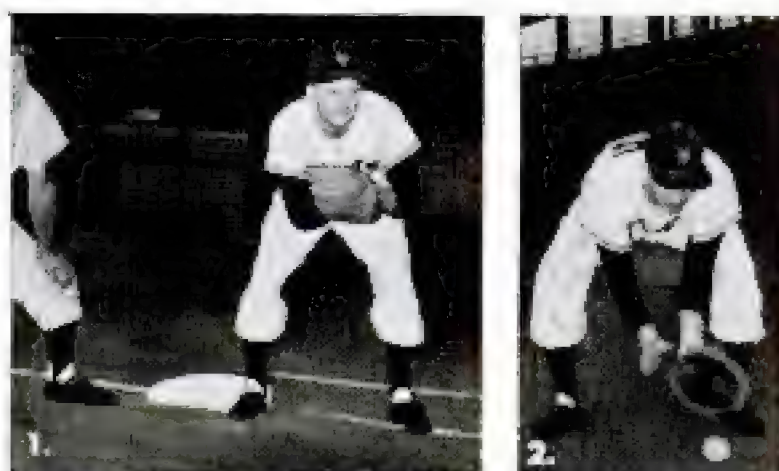
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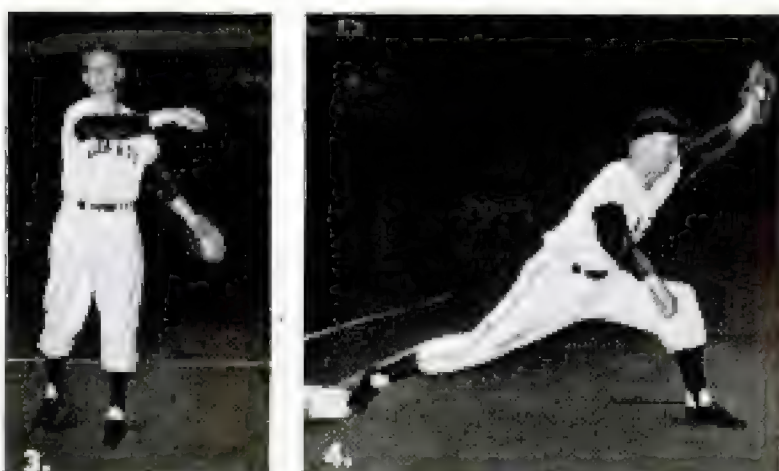
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OLD AGE CONTINUED

most to give the body its chemical balance—is extremely important in maintaining youth and health, and the subtle interreactions of its secretions may contain some key answers to gerontology's problems. They are infinitely complex, and they are not yet well understood. All of them go through changes and atrophies during aging, and these may well be linked with some of the general symptoms of aging. For instance basal metabolism, the rate at which the body uses energy, begins to fall in the 40s—and the thyroid gland, which controls this rate, shows shrinkage and atrophy in old people. The pancreas tends to slow its production of insulin; and diabetes tends to rise with age, at least up to about 50 or 60. Other such phenomena can be linked with the parathyroids, the pituitary and the adrenals. The individual glands, however, have remarkable durability and reserve powers, and as a system should be able to last for 100 years or more.

This is also true in theory of the whole circulatory system. But in fact it is failure in this system that most often cheats man of his chance to live out a "normal" span. Like other muscles, the heart degenerates somewhat with aging—but this process is not, by itself, usually enough to kill or cripple. It is in the blood vessels that the greater trouble lies: in two mysterious diseases known as hypertension and arteriosclerosis, better known as "high blood pressure" and "hardening of the arteries." Often, but not always, they go together. A person can have either or both and still live to great age; yet either or both, depending on where and how they strike in the system, can be fatal. They both tend to increase with aging. Of the two, arteriosclerosis is commoner and much more diffuse in its effects. It probably is the cause of more physical and mental damage in the aging than any other factor, and is gerontology's primary immediate target.

What is arteriosclerosis? Symptomatically, it means that the inner walls of the arteries become calcified, scarred, thickened and less elastic (a condition technically called atherosclerosis). Consequently they are inclined to clog or rupture. If this happens in the brain, one has a "stroke." Little "strokes" involving little blood vessels are quite common in old people and result in impairment of memory and of many other mental and physical functions. Big "strokes" can result in paralysis or death. Similarly, ruptures or stoppages in the arteries of the kidneys or the heart have effects ranging from mild to very serious. But the condition itself, even without major closures or breaks, can cause a chain reaction of damage throughout the body. The heart has to work harder to force blood through the narrowed vessels and may destroy itself in the process. Not enough blood gets through the lesser vessels to nourish tissues and remove waste products.

Hopes and mirages

A GREAT deal of research is being done on the problem of arteriosclerosis. Any notion of preventing it altogether is unrealistic, since it starts in childhood and is to some extent a natural part of aging. The aim, as in all aging phenomena, is to control it, and a fair amount of progress has already been made in that direction. Dr. Carlson says, "We are about as far along in understanding and handling it as we are with cancer"—certainly not a cheerful prognosis but not entirely gloomy either.

These, then, except for the cosmetic aspects discussed on page 170, are the most conspicuous events of "normal" aging. But although they describe what happens most often to most people, they shed no light on some important practical questions. Is there any "cure" for aging? Why do some people stay "young" longer than others? What can the individual do to join these favored ones?

In the late 1930s the world began to hear of Dr. Alexander Bogomolets, a Russian scientist, and of a marvelous serum he had developed known as ACS. Derived from human spleen and bone marrow (from corpses, naturally), it allegedly rejuvenated the connective tissue and cured everything from cancer to schizophrenia and also halted the degenerations of aging. With ACS, Bogomolets declared, man should have no trouble living to 150. He received the Order of Lenin and his book, *The Prolongation of Life*, became an enormous best seller in Russia. Stalin is supposed to have become a client. American scientists waited eagerly to try the elixir, and at last were able to do so after the war. It proved a complete illusion, utterly worthless. Since Bogomolets was a well-informed scientist, this raises the question of fraud. Dr. Carlson says, "No, there is a difference between a fraud and a fool. He was just a fool."

Another mirage, which also attracted much scientific and popular attention during the 1920s and 1930s, was that youthfulness



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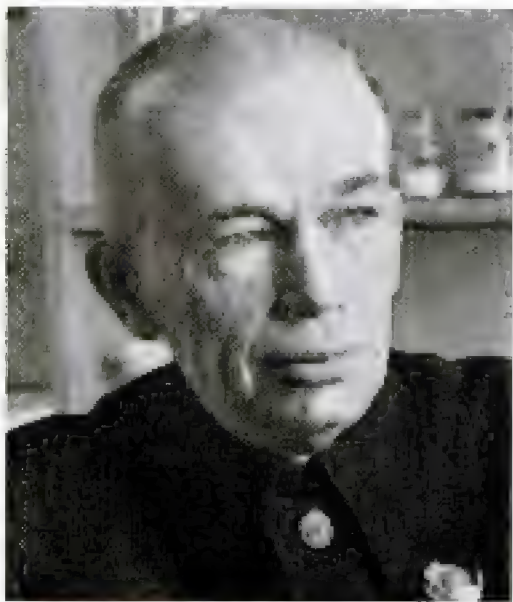
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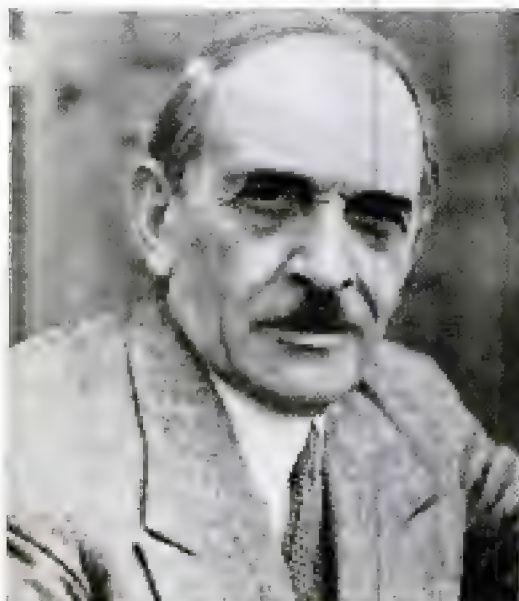
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could be prolonged and the old even be made young again by encouraging sexual vigor. Dr. Serge Voronoff, an emigré Russian, claimed to be able to do this (and made a fortune) by transplanting the sex glands of baboons and chimpanzees to humans. In 1926 he delivered a paper about it at the International Physiological Congress in Stockholm. Dr. Carlson was present, and upon hearing of this "damn foolishness" arose to comment, "I know the case of a 'rejuvenated man' in the United States who felt young until he received his physician's bill. That was so high he suddenly felt old again." Voronoff left in a fury and Carlson was kissed by a delighted French colleague. Dr. Eugen Steinach, an Austrian, used the method of tying off and cutting the seminal vessels, the little tubes that carry sperm from the testicles. His theory was that this would aggravate the testicles to produce more male hormone, which he believed would increase not only sexual vigor but general energy. The operation does apparently stimulate sexual power temporarily (it also sterilizes the male, of course) but it accomplishes nothing else. The fact is that sexual competence does not, at least in any direct way, influence the physiological health of the individual. Castration *per se* has no effect on either longevity or youth; the same is true of hysterectomies in the female, although in both cases there may be psychological effects on both of these. Male and female hormones have their good uses in the medical treatment of various disorders, but not as "rejuvenators."



"LIFE PROLONGER"
Bogomolets of Russia never used his own longevity serum, died at the age of 65.

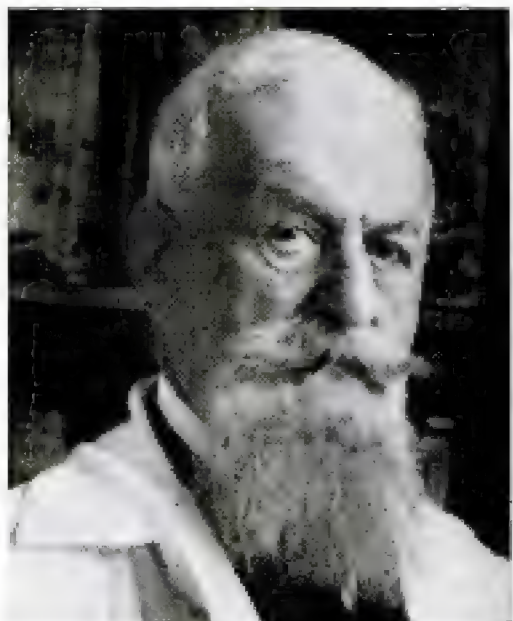


"REJUVENATOR" Serge Voronoff, who transplanted monkey glands, married a young girl at 68, lived to 85.

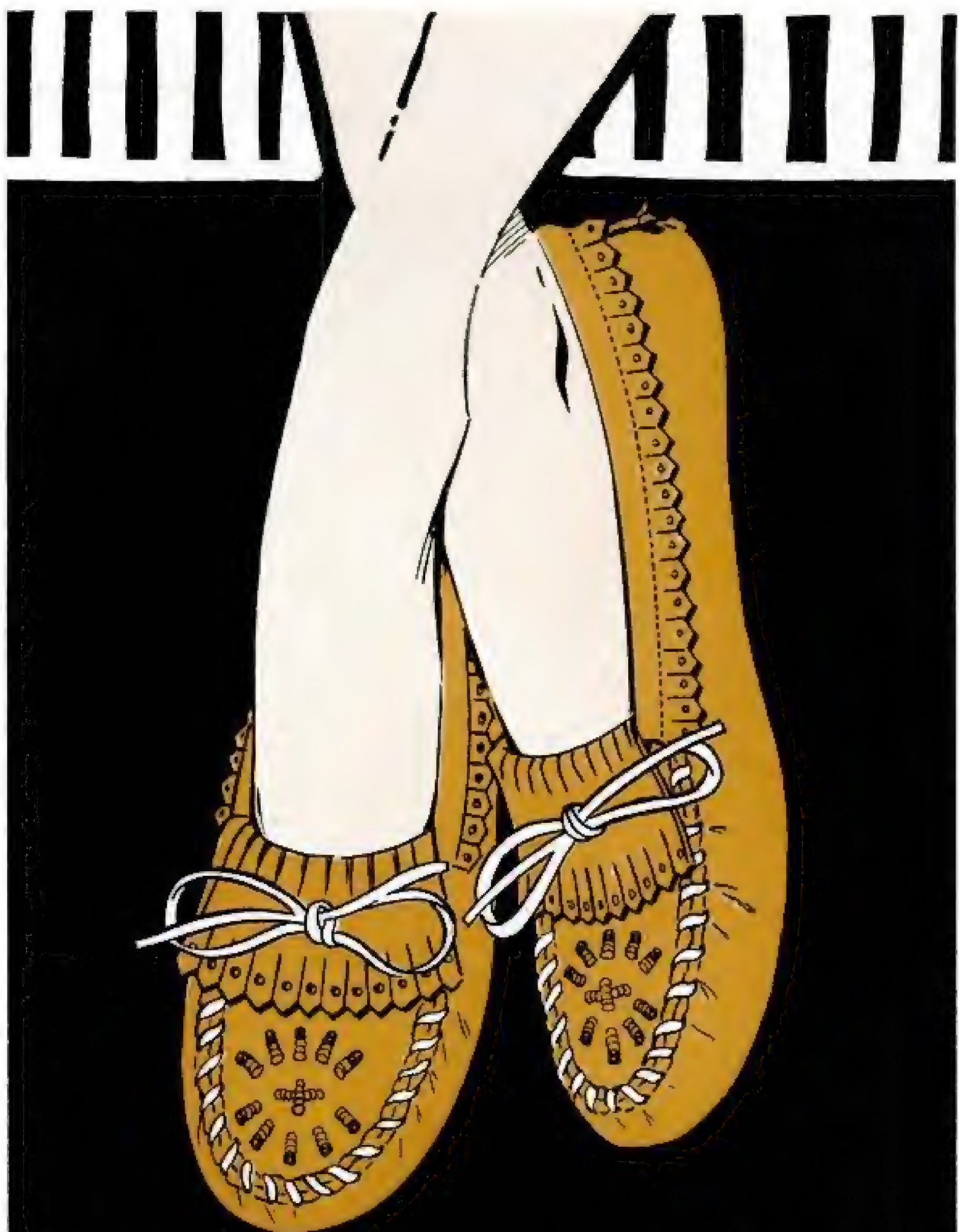
led in developing this theory, goes so far as to say, "The apparent cause of illness is often an infection, an intoxication, nervous exhaustion or merely old age. But actually a breakdown of the hormonal-adaptation mechanism appears to be the most common ultimate cause of death." Dr. Carlson, who did pioneering research in endocrinology and who probably knows as much about the field as anyone, finds the Selye theory promising and some of the evidence gained from animal experiments convincing. But in applying it to humans he wants to know, "Vere are your controls?" Much work is being done in this field—much more needs to be done.

Meantime, gerontologists agree with Oliver Wendell Holmes that "one of the best ways to insure a long life is to make a careful and wise selection of grandparents." There is no gene for longevity, of course, but beyond a doubt the whole genetic pattern has a great deal to do with staying "young" and living long. Many specific weaknesses leading to premature aging or death are inheritable, a tendency to hypertension among them; likewise one can inherit strengths. Long-lived people tend to have long-lived children. People who seem "well preserved" at 80 (or 60 or 40) will, on the whole, tend to pass along this quality to their children and grandchildren.

So heredity is a limiting factor. But no one can define its limits with any precision at all, and since, in any event, no one can select his parents or grandparents, the only thing worth thought is environment—in its broadest sense. It includes everything we do or is done to us, and not only the physical surroundings of the



"REACTIVATOR" Steinach devised sex-gland operation derided by U.S. doctors.



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OLD AGE CONTINUED

body but the internal environment of the body's individual cells. That seems enough to worry about.

Common sense defines good environment in a general way. A sensible person knows, for instance, that children should be protected as far as possible against infectious diseases and should have nourishing food to eat, and should be reared with love and discipline. He also knows the broad rules of good health for himself. But within the limits of good sense there are variables, the effects of which are less obvious. For example, it is not surprising that professional men tend to live considerably longer than unskilled workers, since their total environment is healthier—but why do advertising executives die on the average at age 58? Similarly, we all know better than to expose ourselves needlessly to bad weather. Old people are made particularly uncomfortable by extremes of temperature. They are more endangered too: most deaths from pneumonia occur among the aged. Yet, in the rugged and perverse climate of the North Central States, average longevity is the highest of any place in the U.S.

Figures collected by Dr. Louis Dublin, former chief statistician of the Metropolitan Life Insurance Co., lead to interesting conclusions about most favorable environment. A college education apparently is good for longevity since college men outlive others. Among them, athletes do better than college-average up to age 52, and then worse, whereas honor men have a higher expectancy all the way from graduation to the 80s. Among the professions, ministers (Protestant), lawyers, teachers and Army officers do well, but doctors do poorly. Trained nurses, on the other hand, tend to live long, indicating that it is not exposure to disease but the stress of irregular hours and responsibility that kills the doctors.

Stress probably plays a role, too, in the declining longevity of U.S. presidents. Before 1850, when the country was simpler to run, presidents lived longer than their normal expectancies by an average of almost three years. The next 50 years reversed this situation exactly. And in the present century, presidents or former presidents who have died have lacked an average of eight years of fulfilling their normal expectancies. Eminence by itself, although presumably it involves extra effort, does not seem to be unhealthful. Cabinet members are longer lived than normal, dying on the average at 71.39 years, followed closely by entomologists, inventors, historians and college presidents. Famous painters, poets and writers, on the other hand, tend to die before their time by several years. This may again reflect stress, which, as painters, poets and writers never tire of telling their wives, accompanies the creation of their products. Marriage, incidentally, is good for longevity, which gives wives at least some rejoinder. Outside the professions, it is not surprising to find that agricultural workers have a much better expectancy than industrial workers and that rural dwellers have an advantage over urban dwellers.

The durable female

FROM all this, the prescription for an ideal environment would seem to be to go to college and take honors, marry early, and settle as a farmer or professional worker in a small town in the north central area—preferably Nebraska, which has the highest average longevity of any state. Theoretically a woman should try to marry such a man, but to avoid eventual widowhood she should pick one who is five and one half years younger than she, since American women on the average outlive their husbands that long. This has something to do with the greater occupational hazards faced by men and with their frequent refusal to take care of themselves properly, but also is rooted in the biological fact that females are more durable than males, as shown even in the greater number of miscarriages of male babies and in a consistently higher male death rate at all ages.

Since a good many people may find it neither convenient nor desirable to move to small towns in Nebraska, the idea of the most healthful exterior environment has mainly a statistical interest. Interior environment, however, is subject to a great deal of practical control, for it depends greatly upon diet.

Dr. Carlson speaks with an extra amount of authority on this subject, since it is one of his own specialties and his pioneering studies in it have the status of classics. He has been aided in them for many years by Frederick Hoelzel, who had suffered from digestive distress as a boy and thereby developed an intense preoccupation with his own metabolic processes. Hoelzel was particularly drawn to the theory that health could be improved by fasting, and to that end tried eating various substances to kill his appetite, including sand, loam, gravel, corn cobs, Chinese papyrus, sawdust,

CONTINUED ON PAGE 169

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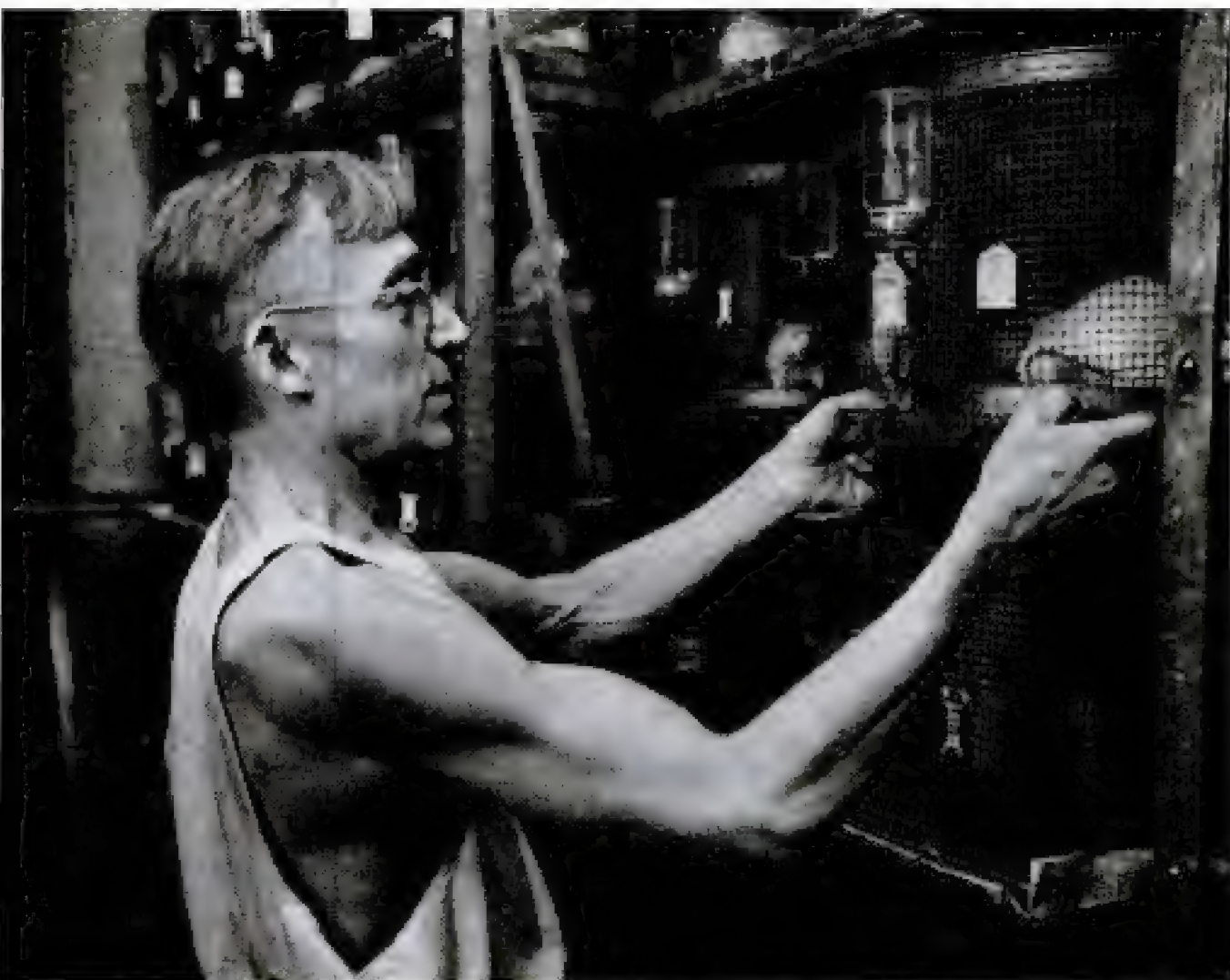
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SPRY 66-YEAR-OLD aide Frederick Hoelzel, who assists Carlson, hefts heavy cages in lab "like feathers," does nutrition experiments on himself.

OLD AGE CONTINUED

ground nut shells, cork, feathers, hair, wool, sponge, straw, powdered coal, rubber, asbestos, chalk, silk, wood pulp, flax, kapok, rayon, banana stems and talcum powder, which enabled him to go as long as 26 days without eating nourishing food. In 1916 he read Dr. Carlson's book, *The Control of Hunger in Health and Disease*, and applied for a job. He has been with Dr. Carlson ever since, helping with endless nutritional experiments, many of them involving himself as a "human guinea pig" (one of his fasts lasted 1,001 hours, nearly 42 days). He is now a somewhat emaciated but still vigorous 66; Dr. Carlson refers to him as "this kid."

Dr. Carlson's (and Hoelzel's) main gerontological conclusion in regard to nutrition is that fat people do indeed "dig their graves with their teeth." Animal studies indicate that this is a general biological truism, and life insurance studies measure its application to humans. Extra poundage (roughly 15% or more above whatever may be normal weight for the individual) adds considerably to the expectation of death at all ages, and the more the excess, the more the risk. Up to the age of 40, being underweight is apt to increase mortality too; but beyond that age it is a distinct advantage, with the markedly underweight people dying at about half the rate in their 50s as the markedly overweight ones. Obesity has its worst effects on the cardio-vascular-renal (heart, blood vessels, kidneys) system, but it contributes to many other kinds of damage. It is directly related to diabetes, for instance, and animal studies by Dr. Carlson and others indicate that it may even be a factor in encouraging some forms of cancer. Dr. Carlson has written that "... the prevention of obesity in all people past 30 appears to be a prophylactic imperative, a 'must,' in preventive geriatrics."

Of course, the amount of food eaten has nothing to do with good nutrition, so long as it is at least enough to prevent starvation. It is the *kinds* of food that matter. Nutritional deficiencies, which can exist as readily in fat people as in thin ones, are apt to increase with aging and are a primary source of the afflictions of old age. For instance, the bones of elderly people are easily broken. This is due mostly to gradual demineralization of the bones, especially loss of calcium, and this in turn is partly due to insufficient calcium intake during the years preceding. Once the demineralization has happened, there is little or no help for it. But it can be prevented by deliberately *increasing* the intake of foods rich in calcium and minerals during middle age, when the process begins. Thus milk (skim milk for the obese) and leafy greens are as important for adults as for children. Dr. Carlson believes that if there is any truth in the legend that Bulgarian peasants are especially long lived—their birth records are so unreliable that there is no way to find out—it is because they consume a great deal of milk and milk products; yogurt is no better for longevity than the other forms.

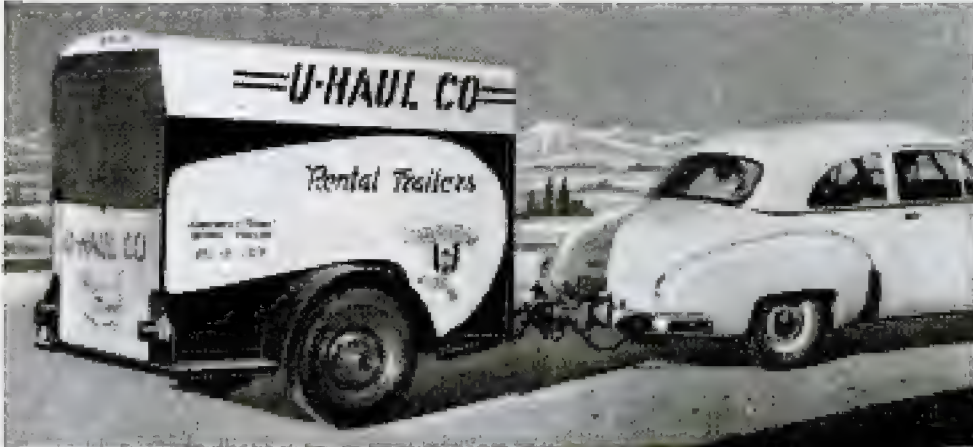
Arteriosclerosis, as we saw, is a major cause of disabling and death. It probably is related to the body's inability to handle fats—another reason, besides obesity, to begin early self-control in the amount of fats taken in. Vitamin deficiencies, with their varied consequences, are also likely to appear with aging, and these, of course, are a matter of diet.

Since each individual has his own eccentricities of metabolism

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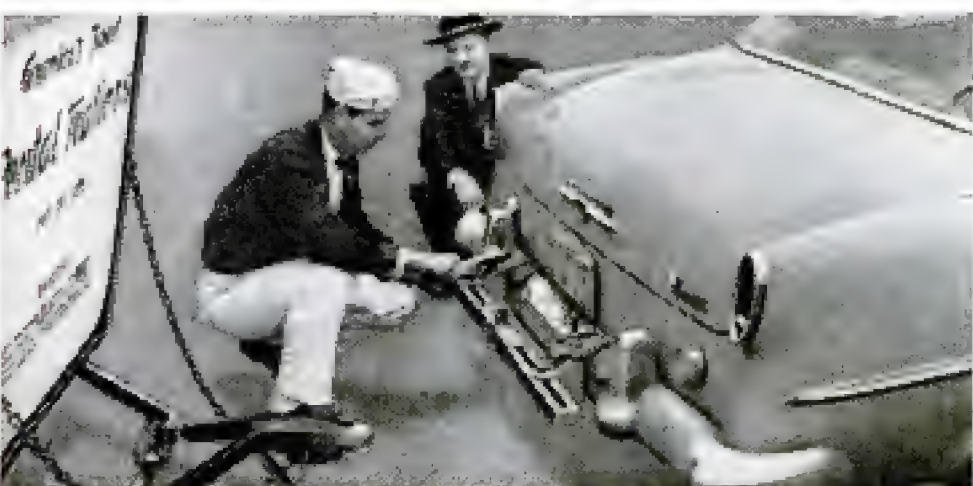
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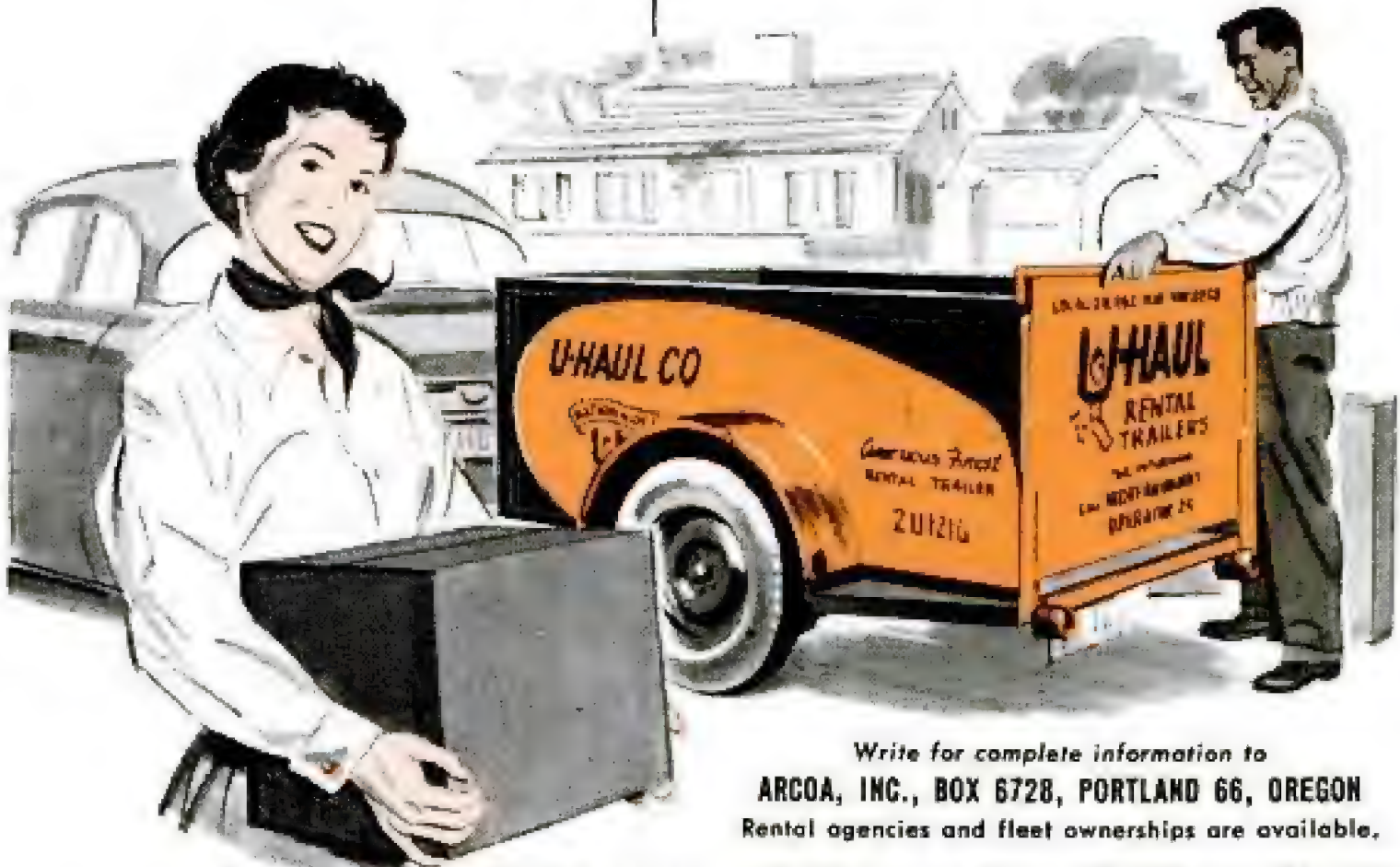


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OLD AGE CONTINUED

and therefore his own special dietary needs, especially as age increases, how can one be sure what is best for him? The answer includes the answers to many other questions about longevity and good health: See a doctor. Almost all the disorders of the middle and late years can be at least partly controlled if they are discovered soon enough. This is true of most forms of the two leading causes of death, the cardiovascular-renal diseases and cancer (which can occur at any age but increases with age), and certainly it includes malnutrition in all its forms. Successful geriatrics begins with successful pediatrics, so the time to start having periodic physical examinations is in the cradle. But since the years from 40 to 60 are the ones when the degenerative diseases usually start or secure a stronger hold, it is especially important that a person in that bracket have an annual medical checkup. And it should be complete.

To define aging in physiological terms alone, however, can be almost as misleading as to measure it simply in years. There is another set of variables—the psychological ones. Actually they can not be separated from physiology, for the mind and body are a unit and each affects the other as intricately as, say, the endocrine glands affect one another. Degenerative and sclerotic changes in the brain inevitably affect the mind of the aged. Conversely, mental processes can cause destructive changes in the body. What is known loosely as "mental hygiene" can help greatly in prolonging life and youthfulness.

And thus, although Dr. Carlson is a physiologist and has always been rather mistrustful of the "dynamic" psychology founded on

CONTINUED ON PAGE 173



HOW TO KEEP FROM LOOKING OLD

To most women and, for that matter, to many men—in a society that puts not only a romantic but a commercial premium on "youth"—the most disturbing sign of aging is the pouching and bagging, creasing and sagging that afflicts the face. Amidst alluring but inexact promises and faddistic enthusiasms, what can one believe? LIFE has consulted leading dermatologists with these results:

Aging skin, due to the diminution of its natural oils, should not be exposed unduly to drying agents—sun, wind, detergents or strong soaps. It needs lubrication. The usual "cold creams" are useful, and probably a little better if they contain lanolin—although one dermatologist prescribes plain pure vegetable shortening. The face should be washed twice a week with soap.

Facial massage helps keep "tone" in the facial muscles and aids their metabolism by stimulating circulation.

In some people, at least, hormone creams increase the moisture-retaining ability of the underlying connective tissues, thus firming and plumping the skin and filling out small wrinkles. They also seem to stimulate blood circulation, capillary formation and skin cell formation, and to inhibit the erratic accumulation of pigment which so often causes splotchiness in aging skin. They have no effect on young skin, so it is pointless to start using them until the approach of middle age.

The vitamin content in commercial "vitamin fortified" creams is too small to do anything for the skin. There is no scientific evidence to support claims made for "queen bee jelly," chicken embryo serums and similar exotica.

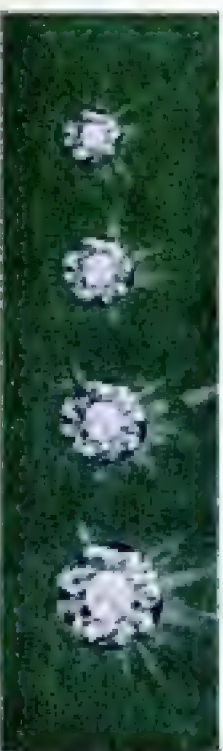
The only answer to sagging is plastic surgery—"face lifting." The improvement lasts about five years.

Emotional balance, serenity of spirit, sufficient rest and general good health are by far the best "beauty aids."



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the mysteries of love Love has a language all its own,
 sweet and full of secret meanings for each lover's heart. It speaks in
 the mountains and the sun, in buds, and in the wondrous lights of an
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the theories of Freud, Adler, Jung et al., his firmest conclusion about how to age gracefully is principally a psychological one. It is, in effect, that the best insurance for a healthy and satisfying old age is never to stop learning and never to stop working. The learning, he thinks, should be as broad as possible—not just “the blab, blab, blab of the so-called great ideas,” he says, but a “continuous and factual adult education on the nature of man, and his physical, social and economic environment.” Such education will bring more wisdom to the individual and to society, a good end in itself; it will teach him about his own mind and body and thus help him to prevent the common ills of aging; but most important, it will save him from the mental stagnation which is the primary cause of “second childhood.”

Like the muscles, the mind can fail from disuse. “The way most of us waste our adult years is indeed a sorry performance,” Dr. Carlson has written, “composed of illusions, competitions, stereotypes and narrowed outlooks. . . . The result is that at the end of these years, which are meant to be the climax of our life-span, we are only empty shells, and ready to be nasty, ignorant and helpless old men and women, suffering from all the neurotic symptoms of a postmature infantilism.” As for working, that also is physically and mentally therapeutic. The kind of work does not matter, so long as it is useful—something that the individual can take satisfaction and pride in. “Do you want to know my magic biologic formula?” Dr. Carlson asks with a twinkle. “It is the 3 W’s and the 3 D’s. It means: Work, Work, Work from diaper days to death.”

80 years young

DR. CARLSON is his own best gerontological example and his own best experimental subject. Recognizing that, at 80, his “tissue reserves” have declined, he has adjusted his life accordingly. Instead of working 15 hours a day, as he used to, he now works only about 9 or 10. He gave up swimming through the ice at 70: it had lost its pleasure for him, and he knew also that at this age the benefits probably were more than offset by the dangers. At 75 he had a heart attack that kept him hospitalized for a month, and after that gave up his pipe because of the constricting effect of nicotine on his capillaries. To further help his heart, he reduced his weight—by adjusting his diet—from its normal 185 pounds to 155 and has kept it there. He still drinks, but always in moderation, and says, “For the aging von cocktail is a good stimulant, two is a waste, and three is a poison.” He takes moderate exercise, mostly walking but even including a little snow shoveling in the winter. As for his mind, he notices that his memory, especially for names, is not quite as sharp as it used to be, and that his speed of learning has declined—“so something has happened to those cells up there.” His judgment, he thinks, is about as good as ever. In general, he estimates his physiological age as being “somewhere between 60 and 70,” and on that basis expects to go on for some years more, doing his useful and satisfying work. Although his arteries unquestionably have hardened somewhat, his curiosity is as elastic as ever.

“I’m really sorry that Bogomolets’ serum turned out to be a fake,” he said recently. “There are so many problems that will come up in the next 70 years and I would like to be in on them.”



LEADING EXAMPLES of Carlson’s belief that older people keep young by continuing to work and to learn are Herbert Hoover and Konrad Adenauer, who go on busily serving their respective countries at the ages of 81 and 79.

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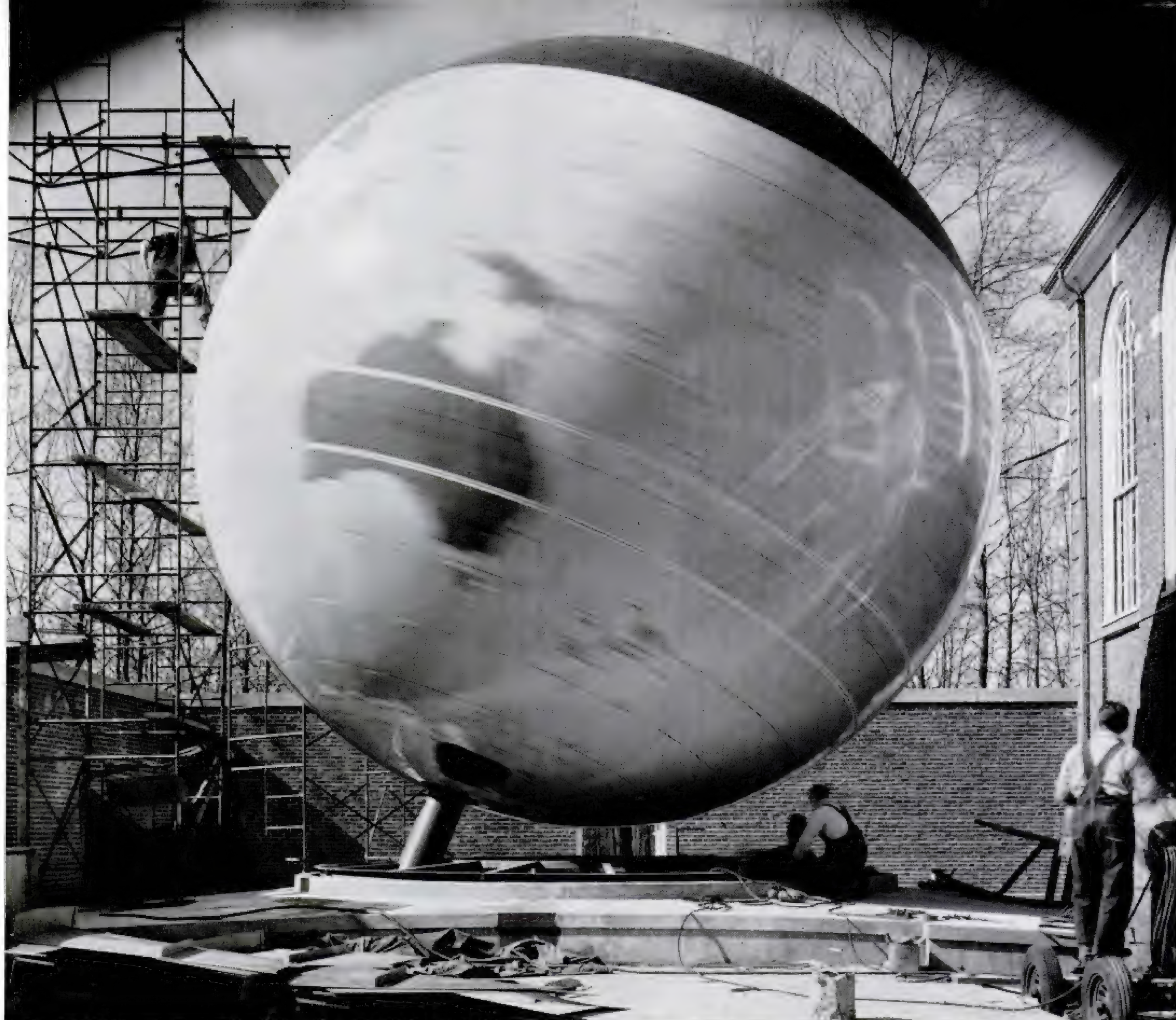
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College puts up 24-ton sphere to help teach global planning

The world may be getting smaller to travelers but it is getting bigger to students of geography at the Babson Institute of Business Administration in Wellesley, Mass. There, in a campus courtyard, workmen are erecting the world's biggest replica of the earth, a mammoth steel globe that measures nearly 28 feet in diameter and weighs 24 tons.

Babson is putting up the giant globe, which will cost \$200,000, so that its students will be better able to visualize the problems of global planning for military and economic operations. Constructed on a scale of 24 miles to the inch and representing every country on earth, it shows the world as it would look to an observer 5,000 miles away. Equipped with motors, the globe can rotate on its axis to simulate the passage of night and day, and revolve on its carriage to depict the sequence of the seasons.



GLOBE AT REST, awaiting last set of plates, seems to be the planet rising above the courtyard wall.

of small passerine birds known for graceful manner of flying and regular migrations. *v.t.* To receive into the stomach through the throat, as to **swallow** a bite of cake made with Altogether New Instant Swans Down Cake Mix. Hence the term *a flock of swallows*, since nobody stops with just one bite.

swamp (swǒmp) *n.* Wet, spongy land where picnics are usually a flop unless somebody brought along an Instant Swans Down cake. Then, as the saying goes, who cares? *v.t.* To deluge or submerge, as to swamp your grocer with orders for Instant Swans Down Cake Mix. There's good swamps and bad swamps and that's a good swamp.

swan (swǒn) *n.* Long-necked, pure-white, graceful-swimming birds that appear on every package of Altogether New Instant Swans Down Cake Mix. This makes swans happy and they sing. Hence, **swan song**. Myth hath it that some swans eat nothing but Instant Swans Down cakes. This is false. They should be so lucky.

Swan-sa'-tion-al (Swan-sa-shun-al) *adj.*—Describes cakes made with Altogether New Instant Swans Down Cake Mixes, *only* mixes with 1-step mixing. (Everything goes in bowl *at once*.) Also *only* mix containing famous Swans Down Cake Flour. **SYN:** Husband-happying, love-laden, kid-coddling, mouth-melting, buttery-beautiful, praise-producing, moistly-marvelous, golly, gee, good.

swap (swǒp) *v.t. & i.* The way some poor kids have to get a piece of Instant Swans Down Cake for lunch. **e.g.** "I'll swap my apple and sandwich and cookies for your cake." It almost never works unless they throw a jackknife in, too.

swarm (swôrm) *n.* (AS. *swearm*) **1.** A great many honey-bees following queen to a new hive. **2.** A great many housewives **swarming** to grocers' shelves to get enough of the queen of cake mixes.

swat (swǒt) *v.t.* To hit, strike; as your children **swatting** each other when there isn't enough Swansational cake for at least two pieces all around, and they are trying to settle things the best way they know how. Now whose fault is *that*?

Swa'-zi (swä'zè) *n.* A Bantu of an intelligent tribe of Zulu origins in Swaziland, South Africa. The **Swazi** word for Swansational is MMMMmmmmm which shows just how intelligent the **Swazi** is.

swear (swâr) *v.i.* **1.** To utter a solemn declaration that Instant Swans Down cakes are Swansational. **e.g.** "I swear I never tasted better cake." **2.** To use profane or blasphemous language when all the Swansational cake is gone. **e.g.** "Well,

I'll be \$%*&'#. Where the "\$%&'#" is that cake?" Wives who forget to make more *deserve* to be sworn at.

Swede (swēd) *n.* (MLG. & MD.) Somebody from Sweden. *adj.* Sweet, as pronounced by person with head cold. **e.g.** "This Idstad Swads Dowd Migs mages one sweed (**Swede**) cayg." Eating cake probably doesn't help people with colds any, but it probably doesn't do them any harm either.

sweep (swēp) *v.t.* (ME. *swepen*; akin to ME. *swopen*; see *swoop*. *v.* if you've nothing better to do)—To brush away or off by vigorous, repeated movements, as **sweeping** cake crumbs from the table. Never required with Instant Swans Down crumbs because there aren't any left when children get through making like vacuum cleaners.

sweep'stakes (swēp'stāks) *n.* **1.** Method of cleaning steaks with brush before eating them, invented by fastidious butcher in Des Moines. **2.** A lottery, as the Irish Sweepstakes. A winner may get as much as \$80,000 which will buy nearly 250,000 packages of Instant Swans Down Cake Mix—enough to keep the average child in cake for *two whole years*. Think of *that* for awhile.

sweet (swēt) *adj.* **1.** Pleasing to the taste. Yummy. Like Altogether New Instant Swans Down cakes. **2.** Dear, beloved—a form of address employed by husbands whose wives serve them you-know-what.

sweet'heart (swēt'härt) *n.* **1.** Young lady who makes young man a Swansational cake. Whango, she's a "s." **2.** Young man who's been fed Instant Swans Down cake. He's a goner. **3.** The way people feel about the Altogether New kind of cake.

swell (swël) *v.i.* To grow larger, increase in volume. Happens to children and others who are left alone in room with whole Instant Swans Down cake. *adj. colloq.* Tiptop, terrific, Swansational. Exclamation used by those who are **swelling** from mountains of I. S. D. cake. No wonder.

swerve (swûrv) *v.i. & t.* To deviate from straight line; to turn off course. Try to **swerve** somebody who is headed for Instant Swans Down cake. You will get lumps for your trouble. (Otto Plink, discoverer of the straight line, made his monumental discovery by placing I.S.D. cake on one side of a room, child on other side. When child was unchained, he ran to cake, tracing straight line. Said Plink: "Eureka," which is classical word for Swansational.)

sweven (swē'ven) *n.* [Archaic] Sleep; also, a dream. Hamlet kept saying he was going to put himself to sleep but he never got around to it because Ophelia had promised to make him a Swansational cake. She tried bothersome old kind of cake mix, though, and look what happened to *her*.

swift (swift) *adj.* Moving with great speed, fast. Instant Swans Down cake makes children more **swift** than almost anything except threat of bath. Winner of recent record-breaking mile race was disqualified because his mother was waiting at finish line with piece of said cake. Now, was that *fair*?



BOY IN HIS CUPS

Billy Foster, the 9-year-old son of a machine grinder in Dayton, Ohio, finds a double attraction in refreshment counters where soft drinks are sold in paper cups. There, after downing a couple of drinks, he punches the bottoms out of the empty cups and fits them snugly over his ears

so they can be used somewhat like old-fashioned ear trumpets. Billy enjoys wearing the cups because "they make things sound funny." They make Billy look funny as well, especially when he adds an impromptu touch and winds up looking like some cross-eyed visitor from outer space.

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COSTUME: B. H. WRAGGE

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